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ABSTRACT

This directory offers an inventory of educational opportunities available to beginning entrepreneurs and small business owners in New York. Drawing from a fall 1986 survey of secondary and postsecondary educational institutions in the state, the directory presents data provided by 112 institutions concerning more than 140 programs on content emphasis, objectives, target audience, format, schedule, cost, available assistance, and instructional staff. Where appropriate, lists and descriptions of seminars and workshops offered as part of individual programs are provided. In addition to a descriptive paragraph on each program, the directory also lists a contact person, phone number, institution, and address. A listing of small business development centers, economic development centers, and other agencies that offer entrepreneurial training, such as chambers of commerce, cooperative extension centers, and small business administration offices, is also given for each region. (UCM)

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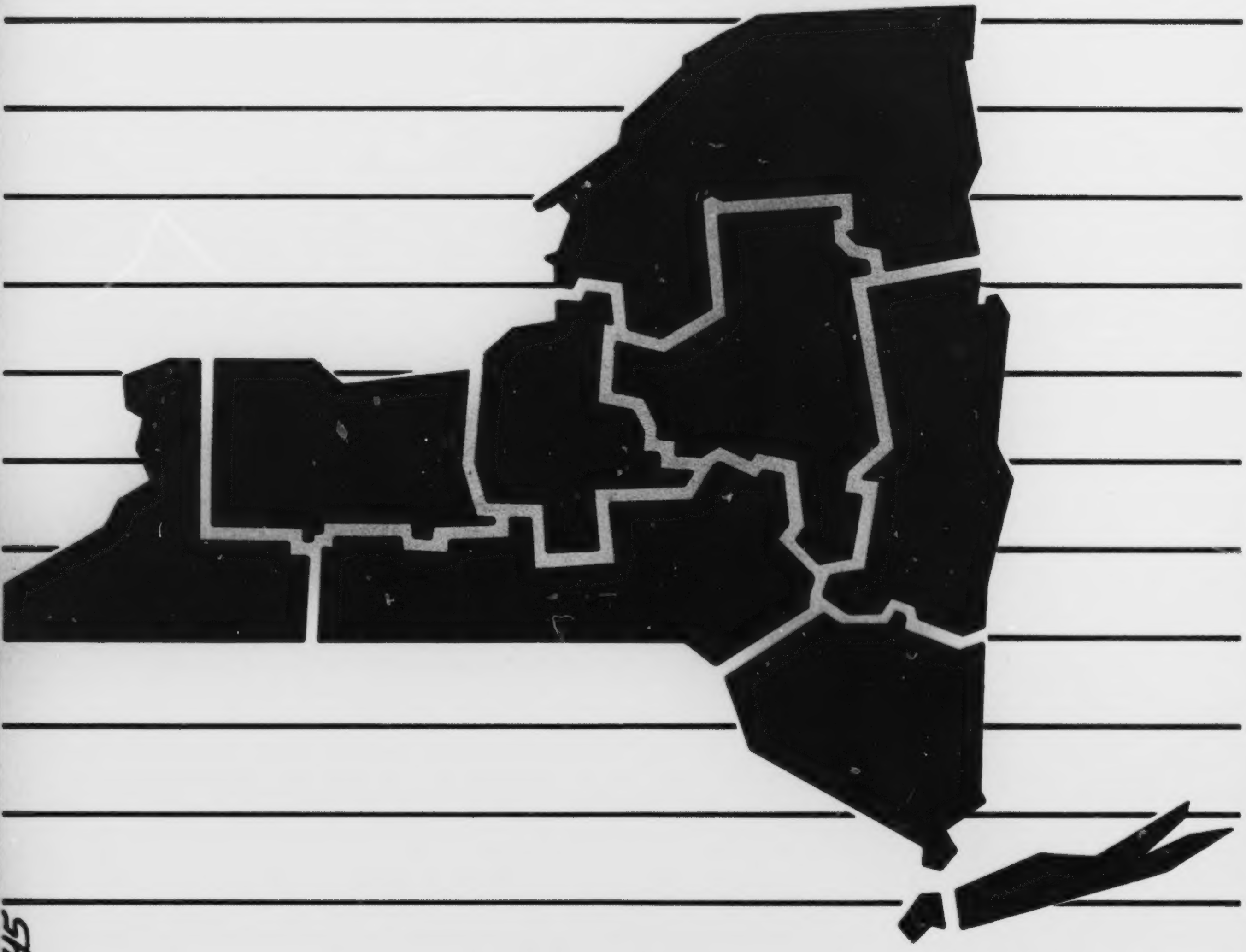
ED 288 597

New York State Survey Of Entrepreneurial EducatioN

A DIRECTORY OF EDUCATIONAL OFFERINGS PROVIDED BY POSTSECONDARY AND CONTINUING EDUCATION INSTITUTIONS



JC 870 545

Two-Year College Development Center
University at Albany
State University of New York

Spring 1987

NEW YORK STATE SURVEY OF ENTREPRENEURIAL EDUCATION:

A DIRECTORY OF EDUCATIONAL OFFERINGS
PROVIDED BY POSTSECONDARY AND
CONTINUING EDUCATION INSTITUTIONS

Two-Year College Development Center
University at Albany
State University of New York

in cooperation with

Office of Occupational and Continuing Education
and
Office of Higher Education Services
New York State Education Department

SPRING 1987

ACKNOWLEDGMENTS

This directory of educational opportunities for entrepreneurs and small business owners is an activity of a project undertaken by the Two-Year College Development Center, University at Albany, State University of New York, and supported by the Office of Occupational and Continuing Education, New York State Education Department. The project is assisting the New York State Entrepreneurship Education Task Force and the New York State Interagency Small Business Task Force, Subcommittee on Education and Training in providing a resource that will increase awareness of available training opportunities across the State. We also wish to acknowledge the guidance provided by staff of the Bureau of Economic Development Coordination and the Bureau of Grants Administration.

This directory was made possible through the willingness of administrators, faculty and staff at more than 200 secondary and postsecondary institutions and agencies to share information about their programs, courses and activities geared to meeting needs of new and experienced small business owners. It documents the range and scope of educational opportunities available to entrepreneurs and small business owners in New York State. As with any directory of this kind, entries will change with time. Blank Update Forms are included in the final section for use by providers in updating this resource.

Project Staff: LaVerna M. Fadale
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Anne Finger
Technical Assistant

Peggy Brooks
Norah Davis
Support Staff

A product of a research and development project
supported by funds from the Carl D. Perkins Vocational Education Act
administered by the Office of Occupational and Continuing Education,
New York State Education Department

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INTRODUCTION

The overall intent of this project is to develop an inventory of educational opportunities available to beginning entrepreneurs/small business owners and to assist in dissemination of the information. This document is a directory of opportunities that were identified in a statewide survey (Fall 1986) of secondary and postsecondary educational institutions in New York State. In addition, surveys were distributed to Small Business Centers, Regional Economic Development Centers and other agencies that were referred by responders.

No directory of this sort is ever totally inclusive. There are programs currently available which do not appear because the institutions did not participate in the survey. Too, there are new programs which have been initiated since the surveys were returned and the information compiled. Degree programs in business and their components have not been included since they are widely available at many colleges. There is no doubt that regular degree program courses have applicability to small business owners/entrepreneurs, but the purpose of this directory is to identify the educational offerings tailored to the special needs of the entrepreneur.

The directory does provide the foundation for a computerized database that has the potential to serve as a statewide reference tool for both agencies and individuals interested in educational opportunities for entrepreneurship. Plans exist to update and expand this information as warranted by identification of new or additional opportunities. Therefore, if your program for small business/entrepreneurs does not appear in this edition of the directory, we ask for your help in updating by sharing information about your educational opportunities as they occur. For the convenience of the reader, blank entry sheets for updating are provided at the back of the directory.

The directory is comprised of data from 112 institutions. One hundred four (104) other institutions reported that they currently offered no programs of this type.

The programs and educational opportunities are categorized by the 10 Economic Development Regions. Each entry is identified by title and profiled by content emphasis, objectives, target audience, format, schedule, cost, available assistance, instructional staff and a descriptive paragraph(s). For each, the contact person, phone number, institution and address are provided to facilitate linkages and exchange.

Each set of regional entries is preceded by a page that identifies the counties in the region. Small Business Development Centers and Economic Development Centers are also listed with addresses, telephone and a contact person(s). In response to the request for identification of agencies other than educational institutions that offer entrepreneurship training, Chambers of Commerce, Cooperative Extension Centers and Small Business Administration Offices were noted most frequently in all regions of the state. Less frequently, local libraries and local business organizations and associations were identified. A listing of agencies identified in the geographical area is given prior to each regional group of program opportunities.

The survey respondents also provided information about articulation of programs and marketing strategies.

> Articulated activities. Forty-nine (49) educational institutions reported linkages with other agencies in providing small business training. The most frequent cooperative relationships were with the Regional Education Centers for Economic Development, Small Business Administration, Chambers of Commerce, Private Industry Councils, New York State Department of Commerce, SCORE/ACE and other selected educational institutions in the respective regions. The purposes of these cooperative efforts were most frequently stated as sharing resources for the presentation of workshops/seminars and institutes, sharing mailing lists, promotion and recruitment information, fund-seeking, counseling/consulting, and general program support of assistance.
>
> Marketing/recruitment strategies. The techniques reported as being used in marketing and recruitment most frequently were mailings, media and newspaper announcements, bulletins, brochures and direct contact with other agencies involved with small business. When targeting programs for minorities,

many of the same strategies are employed with special attention given to personal contact and cooperation with appropriate community groups. The approaches are similar when targeting women as clientele. These include promotion through presentations at appropriate professional clubs, auxiliaries, radio/TV shows and through cooperative actions with key individuals in the business community.

For further details about the project, please contact:

Nelson Ronsvalle, Chief
Bureau of Economic Development Coordination
New York State Education Department
99 Washington Avenue, Room 1624
Albany, New York 12230

Phone: (518) 474-8678

STATE AND FEDERAL AGENCY LISTING

State and federal agencies that provide services to small business owners and entrepreneurs are listed on the following pages. Department/division address and phone number are identified for each office listed. This section is included as a general resource to small business owners who have a concern appropriate to one or more of the agencies listed.

STATE

AGRICULTURE AND MARKETS DEPARTMENT
Capital Plaza
1 Winners Circle
Albany, NY 12235
(518)457-3880

BUSINESS PERMITS OFFICE
Government Alfred E. Smith Office Building
17th Floor
Albany, NY 12225
Toll-free in NY: 1-800-342-3464
Out of NY: (518)474-8275

COMMERCE DEPARTMENT
One Commerce Plaza
9th Floor
Albany, NY 12245

Division for Small Business
(518)474-7756
Minority & Women Owned Business Div.
(518)474-5027
Regional Technical Services
(518)474-1131
AND
230 Park Avenue
New York, NY 10169
Division for Small Business
(212)309-0460
Minority & Women Owned Business Div.
(212)309-0440
Information
(212)309-0400

CONSUMER PROTECTION BOARD
One Commerce Plaza
10th Floor
Albany, NY 12210
(518) 474-8583
AND
250 Broadway
17th Floor
New York, NY 10007
(212)587-4908

DIVISION OF HOUSING AND COMMUNITY RENEWAL
1 Fordham Plaza
New York, NY 10047
Community Service & Development
(212)519-5550
Empire State Plaza
Corning Towers Building
P.O. Box 2085
Albany, NY 12220
(518)474-8580

Housing Finance Agency
3 Park Avenue
New York, NY 10016
(212)686-9700
Secured Loan Rental Housing Program
(212)686-9700 ext. 208
Affordable Home Ownership Development Program
(212)686-9700 ext. 324

LABOR DEPARTMENT
State Campus
Building 12
Albany, NY 12240
(518)457-5519
Unemployment Insurance Div.
(518)457-5806
Job Services Division
(518)457-6821
Division of Labor Standards
(518)457-2730
Division of Safety and Health
(518)457-2810
Job Services Division
(518)457-6821
Division of Labor Standards
(518)457-2730
Division of Safety and Health
(518)457-2810
AND
1 Main Street
Fulton Landing
Brooklyn, NY 12201
Unemployment Insurance Div.
(718)797-7508
Job Services Division
(718)797-7265
Division of Labor Standards
(713)797-7499
Division of Safety and Health
(718)797-7648

STATE EDUCATION DEPARTMENT
Bureau of Economic Development Coordinator
One Commerce Plaza, Room 1624
Albany, NY 12234
(518)474-5506

SCIENCE & TECHNOLOGY FOUNDATION
Suite 1730
One Commerce Plaza
Albany, NY 12234
(518)474-4349

STATE UNIVERSITY OF NEW YORK
Small Business Development Center
State University Plaza
Albany, NY 12246
1-800-732-SBDC

STATE DEPARTMENT
162 Washington Avenue
6th Floor
Albany, NY 12231
Ombudsman Program
(518)473-7290
Division of Corporations
(518)474-6200

270 Broadway
27th Floor
New York, NY 10007
Division of Licensing Services
(212)587-5750

STATE INSURANCE FUND
879 Madison Avenue
Albany, NY 12208
(518)458-2580
AND
161 Delaware Avenue
Buffalo, NY 14202
(716)847-3653

STATE LIQUOR AUTHORITY
One Commerce Plaza
18th Floor
Albany, NY 12210
(518)474-3114
AND
Donovan State Office Building
125 Main Street
Buffalo, NY 14203
(716)847-3035
AND
250 Broadway
New York, NY 10007

Alcoholic Beverage Control Board
Beer/Alcohol Sales Licensing
16th Floor
(212)587-4003
Wholesale Bureau
18th Floor
(212)587-4168

TAXATION AND FINANCE DEPARTMENT
Forms and publications only:
1-800-462-8100
Taxpayer Assistance Bureau
State Campus
Building 8
Albany, NY 12227

URBAN DEVELOPMENT CORPORATION
1515 Broadway
New York, NY 10036-8960
(212)930-9000
Office of Minority and Women-owned Business Lending
(212)930-0335
Regional Economic Development Programs
(212)930-0293
Center for Employee Ownership
(212)930-0451

WORKERS' COMPENSATION BOARD
100 North Broadway
Albany, NY 12241
(518)474-6674
AND
180 Livingston Street
Brooklyn, NY 11248
(718)802-6650

FEDERAL

COMMERCE DEPARTMENT
26 Federal Plaza
37th Floor, Room 3718
New York, NY 10278
(212)264-0634
Business Reference Library
(212)264-0630
Minority Business Agency
(212)264-3262

INTERNAL REVENUE SERVICE
Leo W. O'Brien Federal Building
Clinton Avenue & N. Pearl St.
Albany, NY 12207
Taxpayer Assistance only:
1-800-424-1040
Forms and publications:
1-800-424-3676

111 West Huron Street
Buffalo, NY 11201

120 Church Street
New York, NY 10007

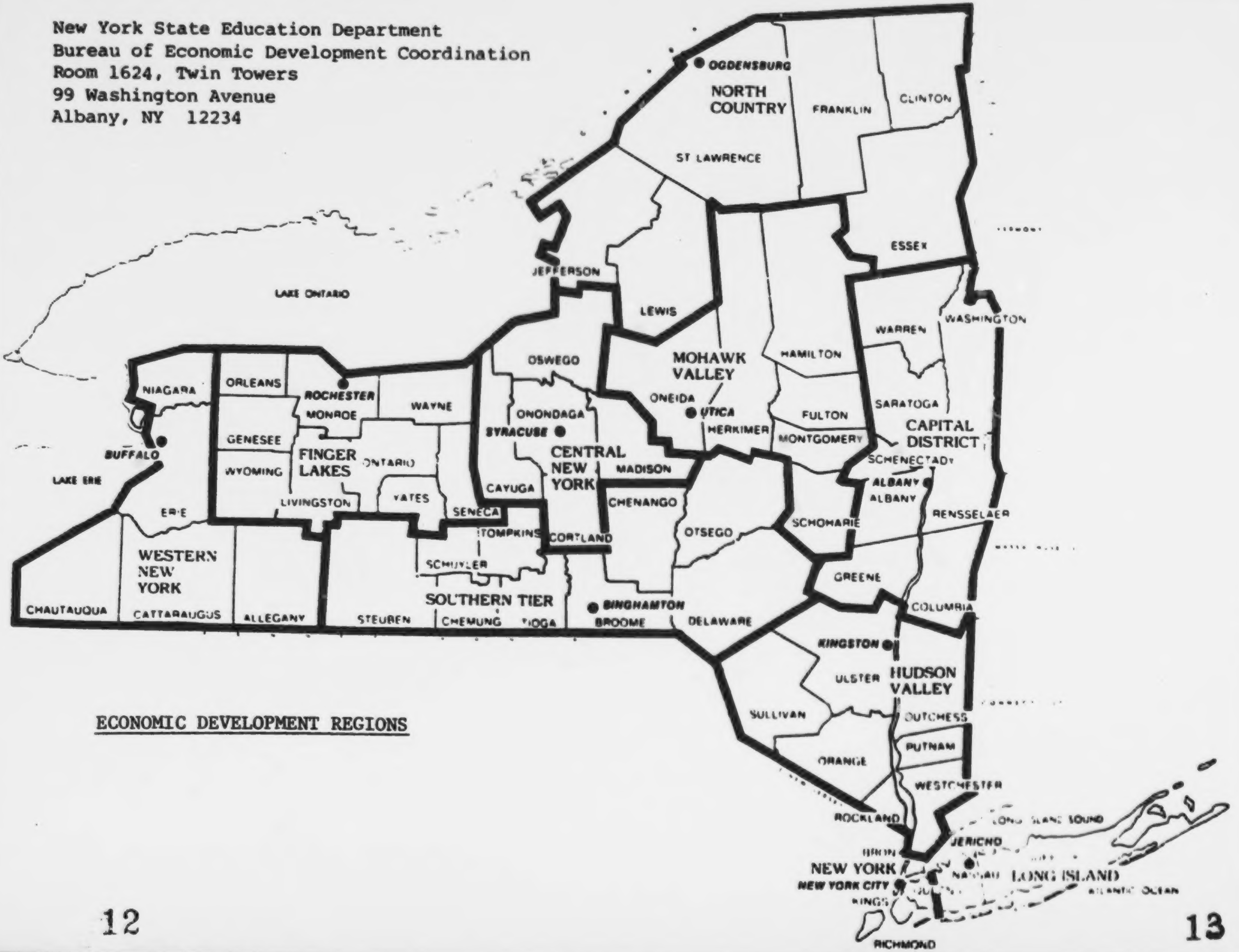
35 Tillary Street
Brooklyn, NY 11201

LABOR DEPARTMENT
Federal Occupational Safety and Health Administration (OSHA)
1515 Broadway, Room 3445
New York, NY 10036
(212)944-3420

SMALL BUSINESS ADMINISTRATION
Federal Building
100 S. Clinton St., Room 1071
Syracuse, NY 13260
(315)423-5383
AND
111 West Huron Street, Room 1311
Buffalo, NY 14202
(716)846-5668
AND
26 Federal Plaza, Room 3100
New York, NY 10278
(212)264-4355

SOCIAL SECURITY ADMINISTRATION
Department of Health & Human Services
Leo W. O'Brien Federal Building
Room 430
Clifton Avenue and N. Pearl Street
Albany, NY 12207
(518)472-3950
AND
26 Federal Plaza
Room 31-120
New York, NY 10278
(212)432-3232

New York State Education Department
Bureau of Economic Development Coordination
Room 1624, Twin Towers
99 Washington Avenue
Albany, NY 12234


OGDENSBURG
NORTH COUNTRY
FRANKLIN
CLINTON
ST LAWRENCE
ESSEX
JEFFERSON
LEWIS
LAKE ONTARIO
MOHAWK VALLEY
HAMILTON
WARREN
WASHINGTON
OSWEGO
ONEIDA
UTICA
HERKIMER
FULTON
MONTGOMERY
SARATOGA
CAPITAL DISTRICT
SCHENECTADY
ALBANY
ALBANY
RENSSELAER
NIAGARA
ORLEANS
ROCHESTER
MONROE
WAYNE
ONONDAGA
SYRACUSE
CENTRAL NEW YORK
MADISON
BUFFALO
GENESEE
FINGER LAKES
ONTARIO
WYOMING
LIVINGSTON
YATES
SENECA
CAYUGA
CHENANGO
LAKE ERIE
ERIE
TOMPKINS
CORTLAND
OTSEGO
SCHOHARIE
WESTERN NEW YORK
SCHUYLER
GREENE
SOUTHERN TIER
CHAUTAUQUA
CATTARAUGUS
ALLEGANY
STEUBEN
CHEMUNG
TIOGA
BINGHAMTON
BROOME
DELAWARE
COLUMBIA
KINGSTON
ULSTER
HUDSON VALLEY
SULLIVAN
DUTCHESS
PUTNAM
ORANGE
WESTCHESTER
ROCKLAND
LONG ISLAND SOUND
JERICHO
BRONX
NEW YORK
NEW YORK CITY
NASSAU
LONG ISLAND
KINGS
QUEENS
ATLANTIC OCEAN
RICHMOND

ECONOMIC DEVELOPMENT REGIONS

Long Island Region

Counties: Nassau, Suffolk

Small Business Development Center:

SUNY College of Technology
at Farmingdale
Laffin Administration Building
Room 007
Farmingdale, New York 11735

Contact: Joseph Schwartz, Director

Economic Development Center:

Long Island Regional Education Center
for Economic Development
Nassau BOCES
Salisbury Center
Valentines Road and The Plain Road
Westbury, New York 11590

Contact: Frances Flood, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Long Island Association of Commerce
and Industry
80 Hauppauge Road
Commack, New York

Riverhead Library
Riverhead, New York 11901

Shoreham Library
Shoreham, New York

U. S. Small Business Administration
35 Pinelawn Road
Melville, New York 11747

Title

Small Business Management

Content Emphasis

Systems: payroll, inventory, and others.

Objective(s)

General introduction to the establishment and operation of a small business.

Target Audience	Format	Schedule
Continuing education students	*Non-credit course*	*Every semester, 15 3-hour sessions, on campus*

Cost	Student Assistance	Instructional Staff
$120.00	N/A	*Part-time faculty*

Description

Small Business Management: An introductory course for new or potential small business owners/managers.

Contact

Michael Gallo
Administrative Assistant
(516) 667-6000

Institution

Board of Cooperative Educational
Services III, Suffolk County
507 Deer Park Road
Dix Hills, NY 11746

Title

Small Business Institute

Content Emphasis

Individualized technical assistance.

Objective(s)

To provide students with a knowledge of how a small business operates.

Target Audience	**Format**	**Schedule**
Full-time students	*Internship*	*Varies*

Cost	**Student Assistance**	**Instructional Staff**
Tuition	N/A	*Full-time faculty, community small business owners*

Description

Students who are Business Administration majors work as consultants to small businesses in Long Island. One or more students are assigned to assist a local business for a period of 1 semester. They meet on a regular basis with their business client and with the professor who guides the consulting activity, gaining hands-on experience working in a small business.

Contact

M. Sonfield, Director
(516)560-5728

Institution

Hofstra University
201 Davison Hall
Hempstead, NY 11550

Title

Creating and Managing a Small Business

Content Emphasis

Creation of a business plan.

Objective(s)

To provide the student with a knowledge of the key elements needed to start and manage a small business.

Target Audience	Format	Schedule
Full & part-time students	*Credit-bearing course*	*Every semester, 14 1½ hr. sessions, on campus*

Cost	Student Assistance	Instructional Staff
$184 college credit hour tuition	N/A	*Full-time faculty*

Description

Designed as a course in creating your own business, the material is presented in a manner which facilitates the logical development of a business plan.

Contact

James Freeley
Associate Professor
(516) 299-2361

Institution

Long Island University
Greenvale, NY 11548

Title

Computer Instruction for Small Business Owners/Entrepreneurs

Content Emphasis

Word processing, database, spreadsheets

Objective(s)

To offer individualized computer instruction to local small businesses (i.e., word processing, database, spreadsheets)

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs.	*2-hour training sessions*	*On request, 50 2-hour sessions, on business site*

Cost	Student Assistance	Instructional Staff
Free	N/A	*Full-time faculty*

Description

Instruction in word processing, database, spreadsheets, and other computer-based techniques, for local small business persons.

Contact	Institution
Carol St. John Lopez *(516) 588-8332*	*Middle Country Central School District* *Selden, NY 11784*

Title

Non-Credit Courses for Small Business Owners/Entrepreneurs

Content Emphasis

As described under Objectives.

Objective(s)

To provide students with practical tips on establishing and running a small business.

Target Audience	**Format**	**Schedule**
Minorities, women, continuing education students, experienced & potential business owners/entrepreneurs	Non-credit course, workshop	Varies, offered every semester, on campus
Cost	**Student Assistance**	**Instructional Staff**
Charge per course	N/A	Part-time faculty--from community

Description

Course titles include:
1) Establishing Your Own Business
2) Business & Technical Writing Skills
3) Accounting Overview for the Non-Accountant
4) Computer Skill Training
5) Supervisory Skills
6) Customer Service
7) Stress Management

[See next page for more detailed descriptions.]

Contact

Marion Lowenthal
Director, Special Programs
(516) 678-5000, Ext. 211

Institution

Molloy College
1000 Hempstead Avenue
Rockville Center, NY 11570

Molloy College

Establishing Your Own Business

For those who wish to learn specific skills to go into business and survive. Laws, financial matters, public relations, marketing and business plan will be stressed.

Business and Technical Writing Skills

Learn to write memos, letters and other important forms of business communication. To use best vocabulary, eliminate jargon, create perfect tone professionally. Clarity, nouns, verbs, organization.

Accounting Overview for Non-Accountants

An overall introduction to accounting and finance. Systematic and comprehensive approach to financial analysis. Students will become familiar with learning balance sheet analysis, nature of assets, liabilities, equity, cash flow, cost accounting fundamentals, and understanding auditor's reports. Become familiar with the terminology of accounting and finance, and general accounting principles. Financial reporting process and effective communication with accountants and auditors will be stressed.

Computer Skill Training

Certificate of Information Processing courses designed for those with no prior experience or those who have basic knowledge and wish to apply more advanced methods to solve business problems. Applicable to retailing, marketing, finance, accounting, etc.

Supervisory Skills

Good for new and prospective managers, practical review for those who have been on projects. Role of manager, how to motivate employees, sources and styles of leadership, planning, organizing, managing time, delegating responsibilities and learning what can and what cannot be delegated. Recognize where the real power is. Learn how to appraise performance and how to project the self-confidence which is needed to be a manager.

Customer Service

Companies who wish to increase sales potential need to sharpen communication skills of all levels of employees. Special emphasis is placed on training managers to train assistant managers, first line supervisors and new employees.

Stress Management

When tired, yet there is much to be done, utilize a technique based on self-hypnosis. Over the years, the instructor used this technique as a college student to deal with heavy study loads and in business especially during breaks at meetings and conferences. This course will be particularly helpful to business people, college students and others who have demanding schedules.

Title

Small Business Management

Content Emphasis

Finance, Marketing, Entrepreneurship, Management, Legal Aspects of Operating a Small Business.

Objective(s)

To provide matriculated and non-matriculated students with a viable method of pursuing an alternative career goal and/or interest. To provide prospective and existing small business persons with increased insight into the ideosyncracies of operating a small business and the pitfalls and rewards.

Target Audience	Format	Schedule
Minorities, women, full and part-time students, experienced and potential business owners/entrepreneurs.	Credit bearing course	Every semester, on campus, 15 weeks, once a week for 3 hours

Cost	Student Assistance	Instructional Staff
$655 per semester, 12 or more credits	Scholarships, loans, special counseling	Full-time faculty

Description

Small Business Management, 3 credits, An Introduction to the Management of Small Business. The course covers the role of Small Business in the economy and is designed both for those interested in establishing businesses as well as those who have already established them. Emphasis is placed on development of managerial philosophy for entrepreneurs, managers, and potentia managers. Course work includes operational techniques, legal, environmental relationships, and an analysis of the risks and rewards of managing or owning small enterprises.

Contact

Richard Randall
Accounting/Business Administration
Department
(516) 222-7544/41

Institution

Nassau Community College
Garden City, NY 11530

Title

Small Business Management Certificate Program

Content Emphasis

Skills needed to own and operate a small business.

Objective(s)

To provide knowledge and skills to individuals who 1) wish to organize and set up their own business; 2) seek careers in small business; 3) are interested in small business as a second career or semi-retirement activity.

Target Audience

Minorities, women, full and part-time students, experienced and potential business owners/entrepreneurs.

Format

30 credit course

Schedule

Every semester on campus, 15 weeks

Cost

$655 per semester, 12 or more credits

Student Assistance

Scholarships, loans, remedial/developmental instruction, counseling

Instructional Staff

Full-time faculty

Description

Primary purpose of the Certificate Program in Small Business Management is to satisfy a need for entrepreneurship training and developing skills among potential and existing small business persons. Students who complete the Certificate Program will be taught skills necessary to create and/or continue operations for the wide range of small businesses available. Program designed to give student an immediate route into small business.

Contact

Richard Randall
Accounting/Business Administration
Department
(516) 222-7544/41

Institution

Nassau Community College
Garden City, NY 11530

Title

Small Business Tax Seminar

Content Emphasis

Taxes and Business Forms

Objective(s)

To provide a knowledge of payroll taxes, sales tax, various business forms, and other tax information necessary for the small business entrepreneur.

Target Audience	Format	Schedule
Potential business owners/entrepreneurs	Seminar	1 Session, once a year, on campus

Cost	Student Assistance	Instructional Staff
$25.00	N/A	Full-time faculty

Description

The Small Business Tax Seminar is designed to provide the business taxpayer with an understanding of payroll taxes as well as federal and state taxes. Emphasis will also be placed on the appropriate form of business from a tax point of view.

Contact

Linda Fischler, Catherine Berg
Accounting/Business Administration
Department
(516) 222-7653/7544

Institution

Nassau Community College
Garden City, NY 11530

Title

Start Your Own Business/Prebusiness Workshop

Content Emphasis

Management, marketing, financial and legal basics of small business operations.

Objective(s)

To become an effective small business entrepreneur owner/operator, to learn the various skills needed in starting and operating a small business.

Target Audience	Format	Schedule
Minorities, women, experienced and potential business owners/entrepreneurs	Seminar and workshop	Fall semester, 1 day (7 hours), on campus

Cost	Student Assistance	Instructional Staff
$25.00	N/A	Full-time faculty

Description

The Start Your Own Business/Prebusiness Workshop is a one-day seminar that provides basic information in marketing, financing, legal and management operations of a small business. People in attendance spend a full day in each of the areas learning/enriching their abilities in small business operations.

Contact

Richard Randall
Accounting/Business Administration
Department
(516) 22-7544/41

Institution

Nassau Community College
Stewart Avenue
Garden City, NY 11530

Title

Small Business Management

Content Emphasis

Maximize opportunities

Objective(s)

To provide a practical approach to the establishment of a new enterprise.

Target Audience

Minorities, women, continuing education students, potential business owners/entrepreneurs

Format

Non-credit course

Schedule

8 2-hr. sessions, on campus, Wednesday evenings, 8-10 pm

Cost

$70 for 8 sessions

Student Assistance

Special counseling

Instructional Staff

From community, specialists in the field

Description

The course is designed for the individual who intends to start or is currently operating a small business and it provides practical approaches to maximizing opportunities and minimizing dangers leading to failures. Topics include: type of ownership, capital and finance credit, location, pricing legal aspects, recordkeeping, government regulations, insurances, tax strategies and franchises.

Contact

Edda Hellerbach
Adult Evening Program Administrator
(516)997-5410/130

Institution

Nassau Technical Center, Board of Cooperative Educational Services
1196 Prospect Avenue
Westbury, NY 11590

Title

Center for Management Development

Content Emphasis

As described under Objectives.

Objective(s)

Series of non-credit courses for Continuing Education students who are interested in starting a small business, or who currently operate a small business.

Target Audience	Format	Schedule
Continuing education students, experienced & potential business owners/ entrepreneurs	Non-credit courses	Varies, evenings, on campus

Cost	Student Assistance	Instructional Staff
N/A	N/A	N/A

Description

Typical course offerings of the Center for Management Development include:

- -Advanced Applications of LOTUS 1-2-3
- -Basic Supervision
- -Management Skills for Women in Business
- -Working with People
- -Introduction to LOTUS 1-2-3
- -Improving Supplier Performance

Contact

Audrey McCabe, Assistant to the
Vice President for Academic Affairs
(516)420-2699

Institution

SUNY College of Technology at Farmingdale
Farmingdale, NY 11735

New York City Region

Boroughs: Manhattan, Queens, Brooklyn, Bronx, Staten Island

Small Business Development Center:

School of Business
Long Island University
Humanities Building, 7th Floor
University Plaza
Brooklyn, New York 11201

Contact: Dora Carbonell, Director

Economic Development Center:

New York City Regional Education Center
for Economic Development
230 Park Avenue, Room 630
New York, New York 10169

Contact: Donald Menzi, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

City of New York Office of Business
Development (Loretta Caldwell)
Division of Small and Minority Business Development
17 John Street
New York, New York 10038

Consumer Affairs Department
80 Lafayette Street
4th Floor
New York, New York 10013
(212) 577-0111

Economic Development Office
The Business Action Center
17 John Street, 14th Floor
New York, New York 10038
(212) 233-2121

Economic Development Office
Executive Volunteer Corps
41 East 42nd Street
7th Floor, Room 715
New York, New York 10017
(212) 697-2101

Financial Services Corporation (Irving Finney)
17 John Street
New York, New York 10038

SCORE (Lou Kaufman)
26 Federal Plaza
New York, New York 10278

Small Business Institute (Charles Wilson)
2090 Adam Clayton Powell Jr. Boulevard
New York, New York 10027

Taxpayer Assistance and City Collectors Office
151 West Broadway, 2nd Floor
New York, New York 10013
(212) 964-5900

U.S. Small Business Administration (Bert Haggerty)
Federal Plaza
New York, New York

YWCA
Lexington Avenue
New York, New York

Title

Financing Small & Medium Sized Businesses

Content Emphasis

Business Plan/Credit Application

Objective(s)

Participants will better estimate their operating and capital needs and be able to access credit for start-up.

Target Audience	**Format**	**Schedule**
General	*Non-credit course*	*Every semester,* *8 2-hour sessions* *On campus, evenings*
Cost	**Student Assistance**	**Instructional Staff**
$140.00	N/A	*From community, financial services corporations*

Description

How to approach a financial institution through understanding the financial condition/prospectus of the firm and translating that information into a cogent business plan. Review budget statements, financial reports, collateral and loan evaluation techniques.

Contact	**Institution**
John Maxwell, Manager *Business Programs* *(212)725-7172*	*Baruch College* *17 Lexington Ave., Box 391* *New York, NY 10010*

Title

Starting and Operating A Business

Content Emphasis

Conceptual and practical approach

Objective(s)

Teaching fundamental concepts and operating procedures in starting and/or running a new business.

Target Audience	Format	Schedule
Women, minorities, continuing education students, potential business owners/entrepreneurs	*Non-credit course*	*Every semester, 8 2-hr. sessions, on campus, evenings*

Cost	Student Assistance	Instructional Staff
$140.00	*Special counseling*	*Small business owners*

Description

Learn the concepts and operating procedures in starting and running a new business, including negotiation, financing and leverage, case flow, professional relationships, break even analysis, etc. Preparing a business plan and goal setting. A practical nuts and bolts approach.

Contact	Institution
John Maxwell, Manager *Business Programs* *(212)725-7172*	*Baruch College* *17 Lexington Ave., Box 391* *New York, NY 10010*

Title

Small Business Non-Credit Courses

Content Emphasis

Objective(s)

To help participants sharpen their small business skills.

Target Audience	Format	Schedule
Women, minorities, experienced & potential business owners	*Non-credit courses*	*Varies, every semester, on campus*

Cost	Student Assistance	Instructional Staff
$50-$170 (varies)	N/A	*Part-time faculty*

Description

Course topics include:

1) *Computer Literacy for the Office: Word Processing & Data Base Management*
2) *Skills and Theories for an Effective Manager*
3) *Business Writing*
4) *Real Estate Broker*
5) *Starting Your Own Small Business*

[See next page for more detailed descriptions.]

Contact

Mary Portalatin
(212)220-6424

Institution

Bronx Community College
W. 181st St. & University Ave.
Bronx, New York 10453

Computer Literacy for the Office: Word Processing and Database Management

This course provides a general introduction to computers and then focuses on two major applications of the personal computer: word processing and database management. In word processing, participants will practice creating, editing and printing documents. In database management, participants will have experience in creating, editing, sorting, and searching for information in the database. Applications to specific business uses will be discussed. Lab time is made available outside of class hours.

Skills and Theories for An Effective Manager

A series of seminars entitled "Introduction to Skills and Theories for An Effective Manager" which help managers in the areas of communications, supervisory skills, etc.

Business Writing

Improve your writing skills to communicate more effectively in the business world. Learn to make your point clearly and concisely in letters, memoranda, and reports. Style, format, editing, and proofreading are among the topics covered.

Real Estate Broker

Become a real estate broker by successfully completing this New York State approved course. Topics include: how a broker's office operates; general business law; construction; subdivisions and developments; leases and agreements; liens and easements; taxes and assessments; investment property; voluntary and involuntary alienation; property management; appraisals; advertising and rent regulations.

Starting Your Own Small Business

This course examines the step-by-step process of setting up and successfully managing a small business of your own. Learn how to shape your idea into a small business plan and obtain financing. Become aware of the resources available to the small business owner.

Title

Small Business Workshops

Content Emphasis

Workshop topics include:
1) *Human Communications Development Program*
2) *Entrepreneurships: Artist in the Marketplace*

Objective(s)

To proivde participants with useful small business skills.

Target Audience	Format	Schedule
Women, minorities, experienced and potential small business owners	*Workshop*	*Varies*

Cost	Student Assistance	Instructional Staff
Varies	N/A	*Consultants and Full-time faculty*

Description

Human Communications Development Program

The communications department offers four 2-day seminars to individuals and businesses: 1. Speaking Effectively in Public; 2. Communicating with Impact; 3. Face to Face Communication; and 4. Improving Pronounciation and Diction.

Entrepreneurship: Artist in the Marketplace

With a training grant from the Regional Education Center for Economic Development, we set up a series of seminars to teach artists how to be successful entrepreneurs.

Contact

Claude Grant/M. Stergianopoulos
(212)220-6390/220-6230

Institution

Bronx Community College
University Ave. & W. 181st St.
Bronx, New York 10453

Title

Small Merchants Business Skills Upgrading

Content Emphasis

Various skills to meet individual business problems

Objective(s)

To help small retailers improve skills in marketing, advertising, recordkeeping, etc.

Target Audience	Format	Schedule
Minorities (mostly Hispanics) women, experienced business owners/entrepreneurs	Individual Consultation	Various On request On site

Cost	Student Assistance	Instructional Staff
Free	Special counseling	From Community

Description

With a training grant from the Regional Education Center for Economic Development we provide small retailers with individual assistance and counseling to help them improve their business skills.

Contact	Institution
Miguel Mendonez (212)220-6163	Bronx Community College University Ave. & W. 181st St. Bronx, NY 10453

Title

Small Business Entrepreneurship

Content Emphasis

Case studies of local types of businesses

Objective(s)

To enable participants to understand basic business operations, to apply their skills to business situations, to develop or advance their own business plan.

Target Audience	Format	Schedule
Women, minorities, part-time students, continuing education students, potential business owners/entrepreneurs	Seminar, non-credit course	Three times a year, eight 1 1/2-hour sessions, City College campus

Cost	Student Assistance	Instructional Staff
$60-$65 tuition/term	Low income students can get 50% tuition waiver	From community

Description

City College Continuing Education offers moderately priced eight-week non-credit courses in business and office skills three times a year at Harlem locations. Introduction to Business, Small Business Entrepreneurship, Bookkeeping, Accounting, Business English, English As A Second Language and several office skills courses are available.

Contact	Institution
Mike Vozick, Director Continuing Education (212) 690-6611	The City College of New York Convent Avenue at 138th Street New York, NY 10031

Title

Kingsborough Computer Conference

Content Emphasis

Training to use microcomputers.

Objective(s)

To improve the operation of small businesses in Brooklyn through computerization of organizational data and entrepreneur's acquaintance with potential use of computers.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	Workshop	8 sessions, 4 hours each

Cost	Student Assistance	Instructional Staff
Free	N/A	Full-time faculty

Description

Kingsborough Community College, in conjunction with the Brooklyn Economic Development Corporation, provides a 27-hour computer conference and hands-on workshops for small business owners and managers.

Contact

Frederic Mayerson
Susan Aronoff
Department of Business
(718)934-5555

Institution

Kingsborough Community College
2001 Oriental Blvd.
Brooklyn, NY 11235

Title

Small Store Operations

Content Emphasis

Management of Small Stores and Fashion Buying

Objective(s)

Teach fashion students about running small stores and own businesses.

Target Audience

Full-time students

Format

Credit-bearing course

Schedule

20 2-hr. sessions, every semester, on campus

Cost

3 credits of tuition

Student Assistance

Scholarships, remedial-developmental instruction

Instructional Staff

Part-time faculty

Description

One elective course is offered in small business operations relating to the fashion industry.

Contact

Dr. Joseph Moskowitz
Academic Dean
(212)752-1530

Institution

Laboratory Institute of Merchandising
12 East 53rd St.
New York, NY 10022-5268

Title

Flushing Merchants Business Seminar

Content Emphasis

As described under Objectives.

Objective(s)

(1) To improve communications between the various ethnic groups doing business in Flushing; (2) to improve the retail skills of small business owners and managers in Flushing.

Target Audience	Format	Schedule
Minorities (Asians), experienced business owners/ entrepreneurs	Seminar series	8 sessions (2-3 hrs. each), once a week for 8 weeks, Flushing bank

Cost	Student Assistance	Instructional Staff
Free	N/A	Part-time faculty-adjunct faculty from metropolitan area

Description

A series of seminars about retail skills and cross-cultural perspectives on retailing, conducted for Asian and non-Asian business people in Flushing.

Contact	Institution
Despene Gazianis (718)626-8710	LaGuardia Community College 31-10 Thomson Ave. Long Island City, NY 11101

Title

Series of Small Business Workshops

Content Emphasis

Topics relevant to starting and running a small business.

Objective(s)

To provide potential and experienced small business owners and entrepreneurs with practical information on small business development.

Target Audience

Minorities, women, potential and experienced business owners/entrepreneurs

Format

Workshop

Schedule

Several times a year, 2-4 hour workshops, on campus

Cost

N/A

Student Assistance

Special counseling remedial/developmental instruction

Instructional Staff

Full-time faculty and consultants

Description

Workshop topics include: Developing A Business Plan, Recordkeeping for Small Business, Marketing for Small Business, How to Increase Your Profits, Sources of Financing for Small Business, Small Tax Workshop, How to Become An Entrepreneur, Basics of Countertrade, and many more.

Contact

Dora Carbonell, Director
Small Business Development Center
(718) 403-1070

Institution

Long Island University
Brooklyn Campus
University Plaza
Brooklyn, NY 11201-5372

Title

125th Mart Training Program

Content Emphasis

Marketing, Accounting, Recordkeeping, Business Planning

Objective(s)

To prepare and assist individuals in undertaking small business.

Target Audience

Women, minorities, experienced & potential business owners/entrepreneurs

Format

Mini-courses, non-credit

Schedule

5 3-hr. sessions, on campus (1 session per week)

Cost

Free

Student Assistance

Scholarships for street vendors made possible by a grant

Instructional Staff

Part-time faculty & community

Description

HUDC-sponsored, 1-year program designed to prepare the early participants of the Harlem Mart W. 125st Street new shopping facilities with the skills and knowledge for successful small business operation. Individual technical assistance provided to support training program.

Contact

Charles Wilson, Coordinator
(212)678-5851

Institution

Malcolm King College
Small Business Institute
2090 Adam Clayton Powell Boulevard
New York, NY 10027

Title

One-Day Business Seminars

Content Emphasis

As described under Description.

Objective(s)

To provide students with practical business knowledge.

Target Audience	Format	Schedule
General	Seminar, workshop non-credit course	1 session, 4-7 hours, Saturdays

Cost	Student Assistance	Instructional Staff
Varies, $65-$90	N/A	Professionals from community

Description

Seminar topics include:
1) Reading for Business
2) Face-to-Face Fundraising
3) Before You Start that Business
4) How to Set Your Fees and Get Them
5) Conference on Wall Street & the Economy

Contact

Edith J. Wurtzel, Acting Director
Business Program
(212)741-5613

Institution

New School for Social Research
66 West 12th St.
New York, New York 10011

Title

Small Business & Entrepreneurship Courses

Content Emphasis

As described under Description.

Objective(s)

To provide students with practical information on running a small business.

Target Audience	Format	Schedule
General	Non-credit course	Varies (8-12 1½ hr. sessions)

Cost	Student Assistance	Instructional Staff
Varies- $150-$225	N/A	Full-time faculty

Description

Course topics include:
1) Your Own Business: How to Run It Profitably
2) How to Open & Operate Your Own Small Store
3) High Tech Entrepreneurship

Contact

Edith J. Wurtzel, Acting Director
Business Program
(212) 741-5613

Institution

New School for Social Research
66 West 12th St.
New York, New York 10011

Title

Small Business Administration

Content Emphasis

Planning and development phase of entrepreneurial activity with emphasis on applied bookkeeping principles.

Objective(s)

To present information and strategies necessary to develop and operate a small business.

Target Audience	Format	Schedule
Minorities, women, potential business owners/entrepreneurs	*Non-credit course*	*Every semester, 17 4-hr. sessions, at a high school*

Cost	Student Assistance	Instructional Staff
Free	N/A	*Full-time faculty*

Description

The course is designed to provide a broad knowledge base for men and women who are interested in starting a small business. Information regarding resources and financial planning are presented. The inclusion of a bookkeeping component is a unique feature that helps to prepare students to negotiate the financial aspects of the business venture.

Contact

John B. Adam
Assistant Director
(718)935-4382

Institution

New York City Board of Education
Adult Occupational Education Center
347 Baltic Street
Brooklyn, NY 11201

Title

Small Business Computer Workshop

Content Emphasis

Database, spreadsheet and word processing

Objective(s)

Participants will be trained in the basic skills needed to operate a mini-computer. They will gain knowledge of the benefits of a computer to a small business. At the end of the training, each participant will be able to select the most suitable computer system for their business.

Target Audience

Experienced business owners/entrepreneurs

Format

Workshop, individual consultation

Schedule

4 3-hr. sessions, plus 4 hours of individual consulting, at a local high school

Cost

Free

Student Assistance

N/A

Instructional Staff

New York City Board Certified Specialist in Business

Description

Participants will be trained in the basic skills needed to operate a mini-computer. They will gain knowledge of the benefits of a computer to a small business. At the end of the training, each participant will be able to select the most suitable computer system for their business.

Contact

John B. Adam
Assistant Director
(718)935-4382

Institution

New York City Board of Education
Adult Occupational Education Services
347 Baltic Street
Brooklyn, NY 11201

Title

Training Workshops for Brooklyn Small Businesses

Content Emphasis

As described under Objectives.

Objective(s)

To assist small business enterprises in Brooklyn to remain solvent in the face of competition from larger companies and businesses outside the borough.

Target Audience	Format	Schedule
Minorities, women, potential and experienced business owners/entrepreneurs	*Workshop*	*4 3-hour workshops, once a month, March-June, on campus*

Cost	Student Assistance	Instructional Staff
$15.00	N/A	*Full-time faculty*

Description

A series of four workshops designed to assist small business owners/entrepreneurs by providing training in marketing, computer applications, financial record-keeping, accounting and planning.

Contact

Sonya Shapiro, Dean
Division of Continuing Education
(718)643-8150

Institution

New York City Technical College
300 Jay St. M-510
Brooklyn, NY 11201

Title

Starting and Operating A Successful Small Business

Content Emphasis

As described under Objectives.

Objective(s)

To provide a step-by-step plan to help students start and manage a business, from financing to staffing.

Target Audience	Format	Schedule
Minorities, women, potential business owners/entrepreneurs	*Non-credit course*	N/A

Cost	Student Assistance	Instructional Staff
N/A	N/A	*From community*

Description

A step-by-step intensive workshop covering financing, management, franchises, advertising, promotion and staffing.

Contact	Institution
Judith Glass, Director *Continuing Education* *(718)636-3453*	*Pratt Institute* *200 Willoughby Ave.* *Brooklyn, NY 11205*

Title

Small Business Management

Content Emphasis

Management and marketing

Objective(s)

To cover management, marketing, legal and financial aspects of small business firms.

Target Audience	Format	Schedule
General	*Credit-bearing course*	*15 weeks, 3 hrs. per week-on campus*

Cost	Student Assistance	Instructional Staff
$141.00 (NYS residents) *$288.00 (others)*	TAP	*Full-time faculty*

Description

The course will deal with management and marketing aspects of small business; legal and financial aspects will also be discussed.

Contact	Institution
Jerome Kraus, Professor *(718)262-2500*	*York College* *Jamaica, NY 11451*

Hudson Valley Region

Counties: Ulster, Sullivan, Orange, Dutchess, Putnam, Rockland, Westchester

Small Business Development Center:

Ulster County Community College
Stone Ridge, New York 12484

Contact: Cecelia Macauley, Director

Westchester Community College
75 Grasslands Road
Valhalla, New York 10595

Contact: Allen J. Morton, Director

Economic Development Center:

Hudson Valley Regional Education Center for Economic Development
Office of Economic Development
75 Broadway
Newburgh, New York 12550

Contact: Bruce Cohen, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Department of Commerce
Ron Newfeld
1 Albany Avenue
Kingston, New York

JTPA
Barbara Sorkin
300 Flatbush Avenue
Kingston, New York

Mid-Hudson Pattern for Progress
Bill Boyd
61 Livingston Street
Poughkeepsie, New York 12601

Tarrytown Conference Center
Bob Schwartz
East Sunnyside Lane
Tarrytown, New York 10591

Ulster County Chamber of Commerce
Len Cane, President
7 Albany Avenue
Kingston, New York

Westchester Association of Women Business Owners
54 Chaucer Street
Hartsdale, New York 10530

Westchester Association of Women Business Owners
Maxine Casalleore
272 North Bedford Road
Mt. Kisco, New York 10549

Westchester County Office for Women
Camile Murphy
112 East Post Road, Room 216
White Plains, New York 10601

Women's Network of Putnam/Westchester
Betty Gogola
P.O. Box 255
Jefferson Valley, New York 10531

Title

Computerizing A Small Business

Content Emphasis

Business applications of microcomputers

Objective(s)

Provide basic understanding of microcomputer hardware and software and its potential use to increase efficiency and productivity of small business.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	Non-credit course	Every semester, 3 3-hour sessions, on campus

Cost	Student Assistance	Instructional Staff
$19.00	N/A	Part-time faculty

Description

As described under Objectives.

Contact

J. Edwin Hostetter, Supervisor
Adult Occupational
and Continuing Education
(914) 471-9203

Institution

Dutchess County Board of Cooperative
Educational Services
Salt Point Turnpike
Poughkeepsie, NY 12601

Title

Small Business Management

Content Emphasis

Financing, bookkeeping, advertising, merchandising, etc.

Objective(s)

Assist persons operating a small business or persons interested in starting a small business.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	*Non-credit course*	*Every semester, 8 3-hour sessions, at a local school*

Cost	Student Assistance	Instructional Staff
$40.00	*N/A*	*Part-time faculty*

Description

As described under Objectives and Content Emphasis.

Contact

J. Edwin Hostetter, Supervisor
Adult Occupational
and Continuing Education
(914) 471-9203

Institution

Dutchess County Board of Cooperative
Educational Services
Salt Point Turnpike
Poughkeepsie, NY 12601

Title

Introduction to Business

Content Emphasis

To provide the student with the knowledge to understand how business works.

Objective(s)

To provide operational insights into those activities that must receive immediate attention from small business operators.

Target Audience	Format	Schedule
Full and part-time students	Credit-bearing course	Once a year in three separate programs; on Yonkers and New York City campuses.
Cost	**Student Assistance**	**Instructional Staff**
N/A	Special counseling	Full-time faculty

Description

This course is aimed at providing the student with an understanding of the function of business in the U.S. social and economic systems. It gives the student the ability to examine the way business operates in the functional areas of marketing, production and operations, accounting and finance, personnel, information and control. Special attention is given to how businesses are formed and managed. The ability to apply this knowledge is the ultimate aim of the course. Case studies are used to reinforce the traditional classroom activities.

Contact	Institution
Guy Trepanier, Professor (914)969-4000/291	Elizabeth Seton College Yonkers, NY 10701

Title

The New Tax Reform Act for Business Owners

Content Emphasis

New tax legislation

Objective(s)

To inform the targeted audience of the effects of new tax reform on profit sharing, 401(K), and defined benefit plans.

Target Audience	Format	Schedule
Women, continuing education students, potential and experienced business owners/ entrepreneurs	Seminar, non-credit course	Every semester, 1-2½ hr session, on campus or at New Rochelle Chamber of Commerce

Cost	Student Assistance	Instructional Staff
$20.00	N/A	From community

Description

Are you aware of how a Pension or Profit Sharing Plan can benefit you? This program will highlight the major impact of the new tax reform for: Profit Sharing Plans, 401(K) Plans, Defined Benefit Plans.

Contact

Max Weil
1790 Broadway
New York, NY 10019
(212)265-3230

Institution

Iona College
New Rochelle, NY 10801

Title

Small Business Management

Content Emphasis

Marketing and Finance

Objective(s)

To study the steps necessary to create and maintain a successful new venture.

Target Audience	Format	Schedule
Women, minorities, full-time students, potential business owners/entrepreneurs	Credit-bearing course	Once a year, 45 50-minute sessions, on campus-off campus, or by demand

Cost	Student Assistance	Instructional Staff
Tuition	Loans, remediation, special counseling	Full-time faculty, community lecturers

Description

A basic course in small business management, integrating accounting, finance, law, management, marketing, and psychology. Aimed at studying the steps needed to increase the probability of success of an entrepreneurial venture.

Contact	Institution
Larry Goldstein (914)633-2422	Iona College New Rochelle, NY 10801

Title

Small Business Skills (Two Seminars)

Content Emphasis

(1) How to reach personal and professional goals; (2) Speaking effectively

Objective(s)

(1) To develop a plan of action, focus on your strengths and overcome roadblocks and procrastination to achieve your goals.

(2) To teach techniques to assist in conducting successful presentations to promote your business or yourself.

Target Audience	**Format**	**Schedule**
Women, continuing education students, experienced potential business owners/ entrepreneurs	Seminar, non-credit course	Each seminar includes 3 two-hour sessions, at the Chamber of Commerce

Cost	**Student Assistance**	**Instructional Staff**
$35 per seminar	N/A	Part-time faculty

Description

Seminar titles include:

-How to Reach Your Personal & Professional Goals
-Speaking Effectively

Contact	**Institution**
Marian Deaner-Pollack (914) 356-3174 Phyllis Ayman (914) 632-0649	Iona College New Rochelle, NY 10801

Title

Certificate Program in Entrepreneurial Studies

Content Emphasis

Basic information about entrepreneurism; marketing and market research; finance; negotiation and business communications.

Objective(s)

To help individuals who want to learn more about entrepreneurism and/or start their own small businesses.

Target Audience

Potential and experienced business owners/entrepreneurs

Format

Seminars, non-credit certificate program

Schedule

Each module meets 1 day per week for 6 weeks (1½ hrs. per week)

Cost

$85 per module
$340 for total certificate

Student Assistance

Senior citizens' discount

Instructional Staff

From community, professionals in field

Description

As described under Content Emphasis.

Contact

Sr. Ruth Dowd, Dean
Adult & Special Programs

Institution

Manhattanville College
Purchase, NY 10577

Title

Venture Capital

Content Emphasis

Developing a proposal.

Objective(s)

As described under Description.

Target Audience	Format	Schedule
Full-time students	Credit-bearing course	Once a year, 16-3 hr. sessions

Cost	Student Assistance	Instructional Staff
Tuition	N/A	Full-time faculty

Description

Students work in teams with the Professor to evaluate new business products or services. Team members will formulate a proposal for an actual venture. Various methods of statistical evlauations, market research and financial data will be utilized.

Contact

Benjamin Weisman, Professor
(914)693-4500/480

Institution

Mercy College
Dobbs Ferry, NY 10522

Title

Database III and LOTUS 1-2-3

Content Emphasis

Use of computer programs in small business.

Objective(s)

To provide students with a basic understanding of the uses of LOTUS 1-2-3 and Database III in their small business.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	*Non-credit course*	*3 3-hour sessions on campus*

Cost	Student Assistance	Instructional Staff
$48.00	N/A	*Full-time faculty and from community*

Description

LOTUS 1-2-3 - Participants learn how to use LOTUS 1-2-3 spreadsheet. Typical business problems are used to insure that instruction has practical value; Four Sections: Basic Functions, Building A Spreadsheet, Graphic Capabilities, Writing and Keyboarding Macros.

DATABASE III - Learn an overview of database functions and components. Learn what applications lend themselves to being computerized on a database management system, and how to define, create, and maintain a Database III.

Contact

Linda Gramm
(914) 343-4926

Institution

Orange County Community College
Middletown, NY 10940

Title

How to Start and Manage A Small Business

Content Emphasis

As described under Objectives.

Objective(s)

To provide students with the knowledge of how to start and manage a small business.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	*Non-credit course*	*10 3-hour sessions, on campus*

Cost	Student Assistance	Instructional Staff
$48.00	N/A	*From community*

Description

The course uses step-by-step explanations on how to turn your bright idea into a reality and keep it moving along; from raising the money, to beginning the business, to managing profits for growth.

Contact	Institution
Linda Gramm, Pat Eisley *(914) 343-4926/343-1121*	*Orange County Community College* *Middletown, NY 10940*

Title

Purchasing and Inventory Control

Content Emphasis

Inventory Control

Objective(s)

To provide students with practical knowledge on sound purchasing and inventory procedures.

Target Audience	**Format**	**Schedule**
Experienced and potential business owners/entrepreneurs	Non-credit course	3 2-hour sessions, every semester, on campus
Cost	**Student Assistance**	**Instructional Staff**
$24.00	N/A	From community

Description

Participants will learn sound purchasing policies, effective inventory and cost control systems, inventory evaluation techniques and inventory turnover.

Contact

Linda Gramm
(914) 343-4926

Institution

Orange County Community College
Middletown, NY 10940

Title

Small Business Management

Content Emphasis

Start-up and management of small businesses.

Objective(s)

Introduction to Entrepreneurship; Preparation of a Business Plan; and Decision Making, using cases.

Target Audience	Format	Schedule
Full and part-time students	*Credit-bearing course*	*Every semester; 45 1-hour sessions; on campus, Day & evening sessions*

Cost	Student Assistance	Instructional Staff
$48.00 per credit = $144.00	N/A	*Full-time faculty; small business owner for night session*

Description

For individuals who wish to start a business and for those who are already in business for themselves. Emphasis on strengthening the organizational skills of the small business manager. The problems are analyzed through case studies.

Contact

E. Luft, Professor
(914) 343-1121

Institution

Orange County Community College
Middletown, NY 10940

Title

Women and Home-Based Business

Content Emphasis

Preparation for operation of home small business.

Objective(s)

To provide participants with knowledge of how to establish and operate a successful home-based business.

Target Audience	Format	Schedule
Women	*Non-credit course*	*Every semester; 6 2-hour sessions; on campus*

Cost	Student Assistance	Instructional Staff
$36.00	N/A	*Business owner from community*

Description

Individualized attention to women on developing and maintaining a profitable (and enjoyable) home-based business.

Contact

Linda Gramm
(914) 343-4926

Institution

Orange County Community College
Middletown, NY 10940

Title

Small Business Courses

Content Emphasis

Preparation for operating a small business.

Objective(s)

To provide students with some knowledge of how to run a small business.

Target Audience	Format	Schedule
Continuing education students, potential business owners/entrepreneurs	Adult continuing education course	Varies, most are 10 3-hour evening sessions, on campus

Cost	Student Assistance	Instructional Staff
$48.00 - $70.00 (varies)	Special counseling	N/A

Description

Course topics include:
- Retailing and Salesmanship
- Small Business Organization
- Starting A Mail Order Business
- Fiscal Planning for Small Businesses
- Troubleshooting Your Business
- Marketing Your Small Business

Contact

Janice Thomas, Director
Continuing Education
(914) 294-5431/258

Institution

Orange-Ulster Board of Cooperative Educational Services
R.D. #2, Gibson Road
Goshen, NY 10924

Title

Seminar for Women and Minority Entrepreneurs and Small Business Owners

Content Emphasis

Networking, financial problem solving.

Objective(s)

Four modules addressing the following: Overcoming Obstacles to Business Success, Financing for Women and Minority Business Owners, Recordkeeping, and Utilizing Professionals. This program increases the financial and managerial skills necessary for sound long term small business success and growth.

Target Audience	Format	Schedule
Minorities, women, experienced and potential business owners/ entrepreneurs	Seminar	15 two-hour sessions, on campus

Cost	Student Assistance	Instructional Staff
Free	N/A	From community

Description

This program offers women and minorities the basic skills and know-how necessary in starting a new business and additional skills necessary for existing business owners to continue to succeed and grow.

Contact

Rosemary Longo, Coordinator
Adult and Continuing Education
(914)962-4787

Institution

Putnam-North Westchester Board of
Cooperative Educational Services
Pinesbridge Road
Yorktown Heights, NY 10598

Title

Certificate in Entrepreneurship

Content Emphasis

Operating a small business.

Objective(s)

Learn how to manage and set up a business

Target Audience	**Format**	**Schedule**
Experienced and potential business owners/entrepreneurs	Seminar, workshop	18 3-hour sessions over the fall and spring semesters, on campus
Cost	**Student Assistance**	**Instructional Staff**
$15 per unit	N/A	Full-time faculty

Description

Credit-free Certificate in Entrepreneurship

Contact

Lynn William Lindeman, Assistant Dean
Instructional and Community
Services
(914) 356-4650/276

Institution

Rockland Community College
145 College Road
Suffern, NY 10901

Title

Small Business Courses

Content Emphasis

Small business management, management fundamentals, and financial planning.

Objective(s)

To provide information on how to start or better manage a small business.

Target Audience	Format	Schedule
Continuing education students, potential business owners/ entrepreneurs	Non-credit course	3 times per year, 10 3-hour sessions
Cost	**Student Assistance**	**Instructional Staff**
$108.00	N/A	From community

Description

Course topics include:
- Small Business Management
- Management Fundamentals
- Financial Planning

Contact

Tony Franqueira, Principal
Adult Education
(914) 761-3400/331

Institution

The Southern-Westchester Adult Education Program
65 Grasslands Road
Valhalla, NY 10595

Title

How to Start & Manage a Small Business

Content Emphasis

Operating a small business.

Objective(s)

To provide training for small businesspersons in three areas: Getting Started, the Business Plan, and Financial Records and Management.

Target Audience	Format	Schedule
Potential business owners/ entrepreneurs	*Non-credit course*	*Every semester, 22½ hr. course - on campus (evenings)*

Cost	Student Assistance	Instructional Staff
$20.00/section *$60.00/3 sections*	*Evening tutors available*	*Part-time faculty*

Description

This course addresses three major concerns of persons who are either beginning or planning to begin a small business: Getting Started, The Business Plan, and Financial Records and Management.

Contact	Institution
Allan Dampman *(914)434-5750*	*Sullivan County Community College* *Loch Sheldrake, NY 12759*

Title

Small Business Counsulting Service

Content Emphasis

Counseling on any relevant topic

Objective(s)

To provide professional counseling, on a one-to-one basis for those persons who are operating or plan to operate a small business.

Target Audience	Format	Schedule
Experienced potential business owners/entrepreneurs	*Individual counseling*	*By appointment, offered as needed*

Cost	Student Assistance	Instructional Staff
Free	N/A	*From community, counselor from Small Business Development Center at Ulster County Community College*

Description

Counseling on topics as requested by persons who either operate or intend to operate a small business.

Contact

Joel Lerner
(914)434-5756

Institution

Sullivan County Community College
Loch Sheldrake, NY 12759

Title

Business/Management Courses

Content Emphasis

Operating a small business.

Objective(s)

To provide potential and experienced business owners/entrepreneurs with useful information about starting and managing a small business.

Target Audience	Format	Schedule
Potential and experienced business owners/entrepreneurs	Non-credit courses	Varies, depending on the course

Cost	Student Assistance	Instructional Staff
$4-$41, depending on the course	N/A	UCCC faculty and community counsultants

Description

Courses include:

- Service Corps of Retired Executives Small Business Workshop: How to Obtain Business Loans from A to Z
- Telemarketing
- Going into the Import/Export Business
- How to Start Your Own Mail Order Business
- Payroll and Sales Tax for Business

Contact

Cecelia Macauley, Director
Development Center for Business
(914)687-7621

Institution

Ulster County Community College
Development Center for Business
Stone Ridge, NY 12487

Title

Development Center for Business

Content Emphasis

Support for entrepreneurs.

Objective(s)

To provide direct counseling, training and research services to small businesses in an effort to assist in their start-up, expansion or turnaround.

Target Audience	Format	Schedule
Potential and experienced business owners/entrepreneurs	Varies	Varies according to individual

Cost	Student Assistance	Instructional Staff
Free	Special counseling	Development Center for Business

Description

The Development Center for Business offers assistance without charge to entrepreneurs and business owners in the solution of their problems in order to increase productivity and profitability. New businesses will be provided with a written Business Plan which includes level of financing needed and state and federal registration requirements.

Contact

Cecelia Macauley, Director
Development Center for Business
(914)687-7621

Institution

Ulster County Community College
Small Business Development Center
Stone Ridge, NY 12487

Title

EARLY RISER SEMINARS - *for Executives, Entrepreneurs and Managers*

Content Emphasis

Support for entrepreneurs.

Objective(s)

To provide executives, entrepreneurs and managers with useful information about consulting, supervising and planning in small business.

Target Audience	Format	Schedule
Executives, entrepreneurs, managers	*Workshop, Seminar*	*1 3-hr session - 8:30am-11:30 am, weekdays on Stone Ridge campus*

Cost	Student Assistance	Instructional Staff
$22.00 per seminar (includes breakfast & materials)	N/A	*Consultants from the community*

Description

Seminar topics include:

-How to Teach What You Already Know
-Proacting for Profit: Developing Strategies for the Future
-Assessing Your Personal Style
-Successful Consulting

Contact

Cecelia Macauley, Director
Development Center for Business
(914)687-7621

Institution

Ulster County Community College
Development Center for Business
Stone Ridge, NY 12487

Title

Women & Minority Business Owners

Content Emphasis

Recordkeeping, Advertising & Promotion, and Communication and Customer Service

Objective(s)

To provide training and education for women and minority small business owners. To provide general knowledge and awareness of small business management basics.

Target Audience	Format	Schedule
Women & minorities	*Credit & non-credit courses*	*Five week program, 1 3-hr. class every Wed. evening for 5 weeks on campus*

Cost	Student Assistance	Instructional Staff
Free, supported by grant funds	N/A	N/A

Description

Course topics include:
- *Recordkeeping*
- *Advertising & Promotion*
- *Communication & Customer Service*

Contact

Cecelia Macauley, Director
Development Center for Business
(914)687-7621/345

Institution

Ulster County Community College
Development Center for Business
Stone Ridge, NY 12484

Title

Professional Development Center

Content Emphasis

Support services for entrepreneurs.

Objective(s)

To provide the business community with special design programs, courses, seminars, round table discussions and workshops for training small business owners, managers and entrepreneurs.

Target Audience	Format	Schedule
Potential & experienced business owners/entrepreneurs, women, minorities	Varies, non-credit courses, workshops, seminars	Varies

Cost	Student Assistance	Instructional Staff
Varies	N/A	Full-time faculty

Description

The Professional Development Center offers low cost public seminars and custom-tailored training programs to businesses, government agencies and non-profit institutions. Some topics of seminars given by PDC include Entrepreneurship, Employee Development, Management Development, Funding & Finance, Personnel, Communication & Technology, Sales, Human Relations and Computers.

Contact

Allen Morton, Jr., Director
Small Business Development Center
(914)285-6669 or
285-6716

Institution

Westchester Community College
Professional Development Center
Valhalla, NY 10595

Title

Small Business Development Center

Content Emphasis

Support services for entrepreneurs.

Objective(s)

To provide direct one-on-one counseling, technical assistance and research services to entrepreneurs for pre-start, start-up and existing small businesses.

Target Audience	Format	Schedule
Experienced & potential business owners/entrepreneurs, women, minorities	Varies: seminars, workshops, non-credit courses	Varies
Cost	**Student Assistance**	**Instructional Staff**
Varies	N/A	Full-time faculty

Description

The Small Business Development Center at Westchester Community College provides a wide range of advisory, training and research services to small businesses, including the preparation of business plans, marketing programs and financial strategies. In addition to individual counseling, the SBDC office assists small business through direct contact with a variety of educational, financial, technical and governmental agencies. SBDC staff actively networks with other New York State Small Business Development Centers to augment its technical and advisory services to clients. This intra-agency cooperation also provides clients with access to the talents and expertise of faculty and staff at Westchester Community College.

Contact	Institution
Allen Morton, Jr., Director Small Business Development Center (914)285-6669 or 285-6716	Westchester Community College Small Business Development Center Valhalla, NY 10595

Capital District Region

Counties: Albany, Schenectady, Rensselaer, Columbia, Greene, Saratoga Warren, Washington

Small Business Development Center:

SUNY Central Administration, S-523
State University Plaza
Albany, NY 12246

Contact: James L. King, Director
Karl E. Lampson, Assistant Director

University at Albany
Draper Hall, 107
135 Western Avenue
Albany, NY 12222

Contact: Peter George, Director

Incubator Center
Rensselaer Polytechnic Institute
110 Eighth Street
Troy, NY 12181

Contact: Jerome Mahone, Director

Economic Development Center:

Capital District Regional Education Center
for Economic Development
Bates Building
668 Columbia Turnpike
East Greenbush, NY 12061

Contact: Linda Hill, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Adirondack Regional Chamber of Commerce
(518) 798-1761

Albany-Colonie Chamber of Commerce
(518) 434-1214

Business Council of New York State
152 Washington Avenue
Albany, NY 12210
(518) 465-7511

Cooperative Extension Association of Albany County
(518) 765-3500

Greater Troy Area Chamber of Commerce
(518) 273-7020

National Federation of Independent Business
8 Elk Street
Albany, NY 12207
(518) 434-1262

New York State Department of Commerce
(518) 474-1431

Schenectady County Chamber of Commerce
(518) 372-5656

Small Business Administration
(518) 472-6300

Title

Microcomputer Seminars

Content Emphasis

Hands-on Seminar

Objective(s)

Micro-computer literacy, application skills

Target Audience	Format	Schedule
General	*Seminar*	*Varies, usually 4 3-hr. sessions, on campus*

Cost	Student Assistance	Instructional Staff
Negotiable	N/A	*Part-time faculty*

Description

Topics to be covered include Micro-literacy, LOTUS 1-2-3, Database III, and Enable.

Contact

Andrew Carnell
Vice President
(518) 449-7163

Institution

Albany Business College
130 Washington Ave.
Albany, NY 12210

Title

Hazardous Waste Seminar for Generators and Transporters

Content Emphasis

Generation and transportation of hazardous waste material.

Objective(s)

To provide the latest information on the generation and transportation of hazardous waste material.

Target Audience	Format	Schedule
Potential business owners/entrepreneurs	*Non-credit course*	*2 days, on campus*

Cost	Student Assistance	Instructional Staff
$295.00	N/A	*Practicing professional from community*

Description

Students will be provided with the latest information on the generation and transportation of hazardous waste materials. Topics discussed will include: regulations, sources of information, hazardous waste listings, standards for generators including manifests, disposal certificates, container marking, labeling and preparation, insurance, shipping papers, treatment, storage, disposal facilities, emergency response and safety equipment, recycling industrial materials, permits, storage at generators and in-house management and contingency planning.

Contact

James Campion
Continuing Education
(518) 828-4181

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

Title

Seminars on Broodmare Management

Content Emphasis

Topics related to breeding farm operation.

Objective(s)

Promote more effective management practices.

Target Audience	Format	Schedule
Continuing education students	Non-credit	Single sessions on campus

Cost	Student Assistance	Instructional Staff
$12 to $30	N/A	Practicing professional from community

Description

Practical Aspects of Management Toward the Broodmare
Broodmare Management from a Veterinary Standpoint
Investment in Thoroughbred Broodmares

[See next page for more detailed descriptions]

Contact

James Campion
Continuing Education
(518) 828-4181

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

Practical Aspects of Management Toward the Broodmare

Students receive instruction on the maintenance and care of the broodmare, nutrition, reproduction, and the responsibilities of the veterinarian.

Broodmare Management from A Veterinary Standpoint

An overview of good broodmare management will be presented emphasizing safety and proper disease control and breeding techniques to allow for the successful breeding and foaling of a mare.

Investment in Thoroughbred Broodmares

Various experts will focus on topics crucial to successful investment ventures in thoroughbred broodmares. Topics covered will be sale or racing of mares, the purchasing of the mares, types of auctions, private purchase, how to locate catalogs, how to read a catalog page, investment strategies and how to merchandise property.

Title

Short Courses for Business Owners and Managers

Content Emphasis

Various topics related to interpersonal relations listed in Description.

Objective(s)

Enhance skills an nowledges of small business persons.

Target Audience

Potential and experienced business owners and continuing education students

Format

Non-credit course

Schedule

Each topic covered in a single 2 or 3-hour session on campus

Cost

$8 to $50; varies by topic

Student Assistance

N/A

Instructional Staff

Community professionals

Description

How to Conduct Effective Meetings
Public Speaking with Confidence
Communication and Conflict
Teamwork: Solving Problems and Making Decisions
Improving Communication Skills
Improving Listening Skills
Motivation and Goal Setting
Effective Employee Counseling
Effective Employee Discipline
Effective Employee Relations
Fundamentals of Supervision

[See next page for more detailed descriptions]

Contact

James Campion
Continuing Education
(518) 828-4181

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

How to Conduct Effective Meetings

Few people know how to make a meeting a productive group effort. Instead, meetings are usually seen as a waste of time. Topics include: preparing for the meeting, identifying leadership and participant roles, setting objectives, developing an agenda, examining issues and alternatives, and selecting the best way to make a decision.

Public Speaking with Confidence

Topics include: analyzing the speech situation, preparing the speech, developing an effective style, and using visual aids. Participants will have the opportunity to practice giving short informative and persuasive speeches.

Communication and Conflict

Conflict is inevitable in human relationships, and communication is a vehicle for causing and resolving conflict. Using a strategies discussion technique, the instructor leads participants in learning how to cope with personal and on-the-job conflict, focusing on the major causes of conflict and providing guidelines for resolving conflict situations.

Teamwork: Solving Problems and Making Decisions

Participants will develop an understanding of a task-oriented approach to group problem solving and decision making. Emphasis will be on how to form a group for maximum effectiveness, how to assess group membership skills, how to avoid group-think decisions, how to identify the different roles people play, how to establish a method for group problem solving, and how to evaluate the outcome of a decision.

Improving Communication Skills

Participants will learn how to assess the communication situation, how to recognize and remove barriers to communication, how to improve listening skills, how to identify and interpret non-verbal behavior, how to handle interpersonal conflicts, how to use assertive communication, and how to get ideas across clearly and forcefully.

Improving Your Listening Skills

Listening is a skill - one that can benefit personally and professionally every day. Topics include: the three types of listening, listening readiness, expanding listening capacity, and feedback techniques.

Motivation and Goal Setting

This course is designed for use in home and/or office. Topics to be covered include: development of positive mental attitudes, goal setting, techniques for motivation and creative thinking.

Effective Employee Counseling

This workshop is designed to provide supervisors with both concepts and techniques to conduct effective employee counseling sessions. In addition to addressing poor employee job performance, counseling can also serve as a motivator, problem solving tool and as a means of preparing for potential disciplinary proceedings.

Effective Employee Discipline

Topics covered include investigating potential acts of employee misconduct, meeting the burden of proof, the concept of progressive discipline, and standards used by arbitrators to decide cases. Participants will go through a disciplinary case from the time of the occurrence of an act of employee misconduct through the final determination by an arbitration.

Effective Employee Relations

Instruction includes techniques for writing counseling memos and warnings, and effective employee discipline. Topics include: how to conduct effective counseling/disciplinary interviews, obtaining and evaluating employee responses, how to analyze a potential disciplinary problem, progressive discipline and standards of arbitrators who may review supervisory activities.

Fundamentals of Supervision

Discussed in detail are leadership styles, employee motivation techniques, performance evaluation, and communication techniques. Topics addressed include: the role of the supervisor, theory X and Y leadership and management styles and the essence of employee performance. Role playing is part of the presentation.

Title

Small Business Management

Content Emphasis

Preparation before starting business; managing people and merchandise once in business.

Objective(s)

To provide prospective small business managers with those tools necessary to start and run a small business.

Target Audience	Format	Schedule
Potential business owners/entrepreneurs	Credit-bearing course	Once a year; 3 hours per week for 15 weeks; on campus

Cost	Student Assistance	Instructional Staff
$150.00 for 3 credits	Day-care, remedial/developmental instruction	Full-time faculty

Description

This course is intended as an overview for the potential small business owner. It deals with such basic decisions as whether to start a new business, buy an existing business, or buy a franchise, how to get the initial financing, selecting a location, and managing the people and assets of the company.

Contact

Professor Binnie Tischler
(518) 828-4181/249

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

Title

Topical Seminar Series for Small Business Owners

Content Emphasis

Operating a small business.

Objective(s)

To assist potential and experienced small business owners in improving their business skills and knowledges.

Target Audience	Format	Schedule
Potential and experienced small business owners	Non-credit	Each topic covered in a single 2 or 3-hour session on campus

Cost	Student Assistance	Instructional Staff
$6 to $24, varies by session	N/A	Practicing community professional

Description

Small Business Start-Up Seminar
Advertising Strategies for Small Business
Advertising for the Individual Business Owner
Small Business Marketing Seminar
Small Business Computer Seminar
Computerizing the Small Business

[See next page for more detailed descriptions]

Contact

James Campion
Continuing Education
(518) 828-4181

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

Small Business Start-Up Seminar

Information will be provided during the session to enable the participants to make a strong start at the outset of a business venture. Topics covered are: personal factors, legal factors, business records, financial factors, and services of the small business division governmental support.

Advertising Strategies for Small Business

Topics covered will be: budgeting, co-op advertising, how to buy media, how to plan an advertising strategy, how to set advertising goals, the elements of good advertising, how advertising relates to a total marketing plan. This course will be open to those who not only have a business, but also to those considering a career in advertising.

Advertising for the Individual Business Owner

The atmosphere will be informal and topics to be covered include: budget preparation, strengths of available media, and the ingredients of effective advertising.

Small Business Marketing Seminar

The participants in this seminar will acquire information and skills which will enhance their ability to market their small business. This course is also appropriate for those who are interested in establishing their own business.

Small Business Computer Seminar

A presentation has been developed which will provide the information necessary to establish the computer in the small business. Assessing the need for computerization, the functions performed by a microcomputer system, (i.e., bookkeeping, payroll, word processing, etc.) selecting the right system for the small business.

Computerizing the Small Business

Hardware, software, forms and a "total system" approach will be covered in this course. Participants will be able to better access their needs for computerization, be able to determine the type of equipment and software necessary for an efficient transition, and have information on how to implement computerization on a cost effective basis.

Title

Topical Series of Courses for Business Owners/Entrepreneurs

Content Emphasis

Various topics included in business operations.

Objective(s)

To increase business-related skills and knowledges of potential and experienced business owners in Columbia and Greene Counties.

Target Audience	**Format**	**Schedule**
Potential and experienced business owners/entrepreneurs	*Non-credit registration for each topical session*	*Each topic offered in a single 2 or 3-hour session on campus*

Cost	**Student Assistance**	**Instructional Staff**
Free to $40; varies for each topic	N/A	*Practicing community professional*

Description

Ad Copywriting
Basic Bookkeeping
Business Financial Management
Accounting for Small Business
Office Practice
Using the Computer as A Tool
Software Training
Technical Report Writing
Writing Well in Business and Everywhere Else
Management by Objectives
Building a Management Team
Management for the 80's
Time Management for Better Results
Women in Management
Collection Strategies and Procedures
Motivation in Organizations

[See next page for more detailed descriptions]

Contact

James Campion
Continuing Education
(518) 828-4181

Institution

Columbia-Greene Community College
P.O. Box 1000
Hudson, NY 12534

Ad Copywriting

This course provides participants with a unique opportunity to study the field with an experienced professional and to examine indepth the techniques necessary in the development of a career in advertising copywriting.

Basic Bookkeeping

This course is designed as an introduction to general concepts and basic principles of bookkeeping. Students learn to do journal entries, posting, and statements.

Business Financial Management

This workshop will provide participants with some how to's to improve their businesses. Discussed will be: cash flow and general financial management, types of loans available and which is best for each individual's needs, and how to determine whether or not to expand.

Accounting for Small Business

The mechanics of setting up an accounting system for small business including a payroll system, cash disbursements journal, cash receipts journal, general ledger, and payroll books.

Office Practice

Modules in this program include such topics as: communications in the office, record management, travel and conference arrangements. Upon completion, each module will assure competency in those areas covered.

Using the Computer As A Tool

The intent of this course is to introduce the participants to BASIC programming. The use of the text processor (RUNOFF), as well as the use of programs stored in the computer will be covered.

Software Training

These classes are designed to use a hands-on approach to acquaint participants with various micro-computer software, as well as an overview of micro-computer hardware and uses. Software to be covered include: Visical, BASIC, LOTUS, Wordstar 2000, D-Base III, Word Processing, Applications Software. No computer experience is needed, however, students should know how to type.

Technical Report Writing

Participants will learn how to clarify what's needed and define the purpose of the report, how to analyze writing problems with practice exercises, how to identify the audience, how to gather information and limit the scope of the project, how to quantify information and insure accuracy and how to lay out and edit the final product.

Writing Well in Business and Everywhere Else

Elements of good, concise and informative writing to those who are connected to business. Memos, letters, reports, public relations and the many other demands for written communication will be examined so that students can learn how to effectively use those important "tools of the trade."

Management by Objectives

The theory of Management by Objectives and the techniques used will be presented. Such topics as absenteeism and affirmative action will be discussed in relationship to MBO.

Building a Management Team

Topics to be covered include: motivation of employees and understanding the personality of management.

Management for the 80's

Topics to be covered in this course include: management by objectives, systems planning approach, increasing production, motivation of employees, zero base budgeting and financial planning.

Time Management for Better Results

Practical time management techniques will be provided so better productivity will be achieved in personal and professional lives, achieving more by doing less. Discover how to keep track of time, find out your priorities, cut down on wasted time, and get practical techniques for controlling time and turning it into a manageable resource.

Women in Management

Topics to be covered will include: peer/subordinate relationships, time management, task analysis and delegation, employee evaluation and hiring, and dealing with the problem of home and work.

Collection Strategies and Procedures

This seminar will be offered for local business owners and managers. The topics to be covered include: strategies and techniques for debt collection, public relations, and how to successfully follow up on requests for payment.

Motivation in Organization

As employees become more independent and demanding, and as our understanding of human motivation expands, supervisors need to increase their understanding of providing motivation. Topics include: defining and analyzing motivation in the workplace, describing what motivates employees, methods for analyzing motivational problems, and strategies for motivating others.

Title

Non-Credit Courses for Small Business Owners/Entrepreneurs

Content Emphasis

Various topics listed in Description.

Objective(s)

To provide potential and experienced small business owners with useful knowledge on how to start, run, and succeed in a small business.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	Non-credit course	Every semester, off campus college site, varies

Cost	Student Assistance	Instructional Staff
$20-$40 (varies)	N/A	From community

Description

Course titles include:

1) Microcomputer/MS Word
2) How to Start a Mail Order Business
3) Guide to Buying an Older Home
4) Tracking Trends for Profit
5) Microcomputer/LOTUS 1-2-3
6) Credit and Collections for a Small Business
7) Supervising for Success

[See next page for more detailed descriptions]

Contact

Chris Casey, Assistant Director
Continuing Education
(518)270-7338

Institution

Hudson Valley Community College
80 Vandenburgh Avenue
Troy, New York 12180

Microcomputers/MS Word

This course introduces participants to concepts of word processing and parts of a word processor. Participants will be provided with hands-on experience in creating, editing, and formatting documents, and direction on how documents would be printed.

How to Start A Mail Order Business

This course will give participants the tools to enable them to actually start a mail order business with their own or other products. Topics to be covered include: product selection, customer motivation, product simplification or selection, patent laws, production, promotion, purchasing, protection, packaging, paperwork, printing, advertising, pricing, wholesaling marketing, exporting, projections, some mail order "secrets" and some good sales leads.

Tracking Trends for Profit

Participants will be instructed on how to apply the Socio-Economic Research Institute's globanomic trends analysis and forecasting methodology for their business and personal benefit.

Guide to Buying An Older Existing Home

This course will enable first-time buyers, investors of income producing property, and realtors to evaluate a home and avoid costly errors. This course will show the buyer exactly how to diagnose "problem areas" and "structural defects." Course is designed for the novice--previous building experience is not required.

Microcomputers/LOTUS 1-2-3

This course provides hands-on interaction with ready made LOTUS templates. Participants will be introduced to concepts involved in template design and will receive hands-on practice in designing a series of increasingly complex worksheets.

Credit and Collections for Small Business

This course addresses a system for managing credit and collections, law regulating credit and collections, methods of judging a customer's credit worthiness, cost-effective use of the office staff, and the role of collection agencies, credit bureaus, other rating organizations, lawyers, and the courts.

Supervising for Success

This course is based on the book The One Minute Manager by Kenneth Blanchard. Participants will be introduced to techniques for goal setting, training, developing staff and giving reprimands, and focus on applying the principles.

Title

Seminars for Small Business Owners/Entrepreneurs

Content Emphasis

Various topics listed in Description.

Objective(s)

To provide potential and experienced business owners with practical knowledge to help them in their businesses.

Target Audience

Experienced and potential business owners/entrepreneurs, continuing education students

Format

Seminar

Schedule

Once a year, 1 2-4 hr. session, off-campus college site

Cost

Free-$15 (varies)

Student Assistance

N/A

Instructional Staff

Full-time faculty and from community

Description

Seminar topics include:

1) Making Effective Oral Presentations
2) Small Business Community Outreach
3) Time Management

[See next page for more detailed descriptions]

Contact

Chris Casey, Assistant Director
Continuing Education
(518)270-7338

Institution

Hudson Valley Community College
80 Vandenburgh Avenue
Troy, New York 12180

Making Effective Oral Presentations

This seminar will cover speech presentation (nonverbal characteristics, voice, practice routine, visualization, anxiety), speech preparation, guidelines (audience, subject, organization, environment, visual aids, strategies to gain attention) and implementation (introductions, informative presentation, impromptu's, presentations to teach/persuade)

Small Business Community Outreach Seminar

Topics to be covered include: Highlights of the 1984 Tax Reform Act as pertaining to corporations; Investment Credit and Depreciation for Luxury Cars; Preparation of Form 1120A; and an overview of Subchapter S Corporation.

Time Management

This seminar will focus on the frustrations and strengths in handling time. The problems, benefits, degrees and methods of delegation will be discussed. Suggestions for setting goals, establishing priorities, organizing work, handling paperwork, using the telephone, and organizing and conducting meetings will be provided.

Title

Incubator Seminar Series

Content Emphasis

Start-up skills and procedures for high-tech efforts.

Objective(s)

To provide growth of technically-oriented businesses and companies.

Target Audience	**Format**	**Schedule**
Experienced and potential business owners/entrepreneurs, in technical fields	*Seminar*	*Quarterly, on campus, varies*

Cost	**Student Assistance**	**Instructional Staff**
Free/Rental space = $7 per square foot + 2% equity in company or $9 per square foot + $2000 in lieu of equity interest	N/A	*From community and faculty consultants*

Description

Entry-level criterion: submit a business plan (assistance provided as needed).

Business/companies develop prototypes to demonstrate the feasibility of their technology, build business organizations to manage the venture, and attempt to raise capital for their business ventures.

Contact

Jerome Mahone, Director
(518) 266-6658

Institution

Rensselaer Polytechnic Institute
1223 Peoples Avenue
Troy, NY 12180-3590

Title

Microcomputer Workshops

Content Emphasis

LOTUS 1-2-3, Database III, Introduction to Personal Computers

Objective(s)

To develop competencies in microcomputer software packages useful to the small business.

Target Audience	Format	Schedule
General	Non-credit course	4 sessions, 3½ hr. ea. on campus, days and evenings

Cost	Student Assistance	Instructional Staff
$280.00	N/A	Full-time computer instructor

Description

A new Institute for Computer Education and Training to provide expert software education and hands-on experience for corporations, small businesses, agencies and individuals.

Contact	Institution
Mark Chevalier (518)445-1707	Russell Sage College 140 New Scotland Ave. Albany, NY 12208

Title

Entrepreneurship/Small Business Owner Seminar Series

Content Emphasis

Business planning, decision making, communication and motivation, financial statements and management functions

Objective(s)

Improve skills and knowledges necessary for success in small business operation.

Target Audience	Format	Schedule
Potential and experienced business owners/entrepreneurs	Non-credit course	Each topic covered in stand-alone 3-hour or 6-hour modules

Cost	Student Assistance	Instructional Staff
Varies on grant support availability	N/A	Full-time faculty

Description

Participants will learn to read and prepare income statements, capital statements, balance sheets; examine management roles in effective planning, organizing, staffing, leadership and controlling; learn quantitative techniques for break-even analysis, pricing strategies and financial decision-making models, improve interpersonal skills, structure an environment conducive to employee motivation, develop skills in forecasting cash flow budgeting, and feasibility analysis through correlation of operations and finance.

Contact	Institution
Wendell Hallenbeck, Director Continuing Education (518) 346-6211	Schenectady County Community College Washington Avenue Schenectady, NY 12305

Title

Small Business Institute Management Counseling

Content Emphasis

Accounting, Finance and/or Marketing

Objective(s)

Provide an opportunity for students to experience a "real world" small business environment.

Target Audience	Format	Schedule
Full-time students	*Credit-bearing course*	*Every semester, flexible; students and faculty advisor meet*

Cost	Student Assistance	Instructional Staff
3 credit hours tuition	N/A	*Full-time faculty*

Description

A course designed to supplement the regular classroom-based course offerings; students will apply knowledge obtained in the classroom to "real world" small business applications.

Contact

James Nolan, Director
Small Business Institute
(518) 783-2503

Institution

Siena College
Loudonville, NY 12211

Title

Small Business Administration

Content Emphasis

Operating a small business.

Objective(s)

In-depth look at ten specific areas necessary to successful small business administration.

Target Audience	Format	Schedule
Experienced & potential business owners/ entrepreneurs	*Non-credit courses (Certificate of completion)*	*Each course=6 2-hr. sessions, courses offered 4 times a year, on campus*

Cost	Student Assistance	Instructional Staff
Varies	*Scholarships*	*Full-time faculty & experienced practitioners*

Description

Small Business Administration: A certificate program of non-credit courses offered year-round for a modest fee. Topics include "Beginning A Business", "Impact of Tax Rules", "Purchasing and Inventory Control", "Raising Capital", and others.

Contact	Institution
Joan Kreja *Graduate & Continuing Studies* *(518)370-6641*	*Union College* *1 Union Avenue* *Schenectady, NY 12308*

Title

Seminars for Small Business Start-Up and Survival

Content Emphasis

Small business start-up and survival.

Objective(s)

Training for individuals starting a business and continued training for individuals in business.

Target Audience	**Format**	**Schedule**
Minorities, women, continuing education students, experienced and potential business owners/entrepreneurs	Seminar, Workshop	Varies, usually 1 day (7 hours), twice a month, at local hotels

Cost	**Student Assistance**	**Instructional Staff**
Charge for lunch, if required	N/A	From Staff

Description

Seminar topics include:

Energy and Economic Development, Starting Your Own Business, Is It Time for a Computer? Small Business Financing, How to Prepare a Business Plan, The 1986 Tax Reform Act, Small Business Odds in Your Favor, Seminar for Expanding Business, and How to Start a Home-Based Business.

Contact

Peter George, III
Small Business Development Center
(518) 442-5577

Institution

University at Albany
Draper 107
135 Western Avenue
Albany, New York 12222

North Country Region

Counties: Clinton, Franklin, St. Lawrence, Jefferson, Lewis, Essex

Small Business Development Center:

Center for Entrepreneurial and
Small Business Management
Clarkson University
Postdam, New York 13676

Technical Assistance Center
SUNY College at Plattsburgh
Plattsburgh, New York 12901

Contact: Stephen Hyde, Director

Small Business Development Center
Jefferson Community College
Watertown, New York 13601

Contact: John F. Tanner, Director

Economic Development Center:

North Country Regional Education Center
for Economic Development
P.O. Box 349
Potsdam, New York 13676

Contact: William Peters, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Adirondack North County Association
P.O. Box 148, Saranac Avenue at
Fawn Ridge Drive
Lake Placid, New York 12946
(518) 523-9820

Jefferson County Cooperative Extension
(315) 788-8450

St. Lawrence County Cooperative Extension
(315) 379-2311

Title

Business Planning

Content Emphasis

Need and use of business plan.

Objective(s)

Basic essentials of a business plan; step-by-step instruction for start-up and those already in business. Goal setting, structure and management.

Target Audience	Format	Schedule
Minorities, women, experienced and potential business owners/entrepreneurs	Workshop	Twice a year, 1 3-hr. session, on campus, evenings
Cost	**Student Assistance**	**Instructional Staff**
Free	Special counseling, Data Bank	Small Business Development Center staff and Governmental Agencies, community

Description

A good business plan is essential for today's businesses to survive and grow. Program designed to assist start-up and operation of small businesses. Assistance in developing a plan. Individual free counseling available.

Contact	Institution
John Tanner, Director Small Business Development Center (315) 782-9262	Jefferson Community College Small Business Development Center Watertown, NY 13601

Title

Government Contracting

Content Emphasis

How the government purchases.

Objective(s)

To assist businesses currently engaged in government contracting and "New to Market" firms that have procurement capabilities to successfully contract for sales of goods and services to the government.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	Seminar	2-3 times per year, one 4-hour session, on campus

Cost	Student Assistance	Instructional Staff
Free	Special counseling	Procurement Specialist

Description

Program will assist businesses that wish to sell goods and services to government agencies on a contract basis by alerting small businesses to prime subcontracting opportunities and assist with proposals and bidding procedures. Targeted for the Tri-County Area of Jefferson, Lewis and St. Lawrence. Data Bank, consultants and follow-up counseling available.

Contact	Institution
John Tanner, Director Small Business Development Center (315) 782-9262	Jefferson Community College Small Business Development Center Watertown, NY 13601

Title

Small Business Training for Profits

Content Emphasis

Self analysis and planning

Objective(s)

To give business owners and potential owners the skills necessary to develop their business plan, marketing, finance and management. Individual counseling is available.

Target Audience	Format	Schedule
Minorities, women, potential business owners/entrepreneurs	*Non-credit course*	*Twice a year, 8 2½-hr. sessions, on campus, evenings*

Cost	Student Assistance	Instructional Staff
Varies	*Special counseling, data-bank-computer use*	*From community-business owners, consultants*

Description

This training series is designed to give today's small business owner and potential owners the management skills necessary to be profitable in the business world. Using the experience of actual business owners, participants will be introduced to: business plan, marketing, finance and management. Case studies for hands-on approach are used. Follow-up counseling available.

Contact

John Tanner, Director
Small Business Development Center
(315) 782-9262

Institution

Jefferson Community College
Small Business Development Center
Watertown, NY 13601

Title

Thinking of Going Into Business?

Content Emphasis

Information for potential entrepreneurs

Objective(s)

Pre-business workshop designed for those in the dream or pre-plan phase. Covers specific topics of business organizations and planning.

Target Audience	Format	Schedule
Potential business owners/entrepreneurs	*Workshop*	*Twice a year, 1 6-hr. session on campus*

Cost	Student Assistance	Instructional Staff
Varies-usually $25.00 or less	*Special counseling, Data Bank/Handouts/ Proforma Preparation*	*Insurance/Banker/ Business Owner*

Description

Pre-business workshop for those thinking about entering the business field. Specific topics include: type of organization, self-analysis, insurance, marketing, taxes and financing.

Contact

John Tanner , Director
Small Business Development Center
(315) 782-9262

Institution

Jefferson Community College
Small Business Development Center
Watertown, NY 13601

Title

Starting the Small Business Enterprise

Content Emphasis

Preparation for small business ownership.

Objective(s)

To advise people contemplating a small business of the financial, insurance, tax, and personnel problems involved; the government agencies (SBA) available for help.

Target Audience	Format	Schedule
Continuing education students and potential business owners/entrepreneurs	*Non-credit course*	*Once or twice a year, 5 sessions, 2 hours each, on campus*

Cost	Student Assistance	Instructional Staff
$35.00	*Special counseling*	*Full-time faculty*

Description

Starting the Small Business:

An introduction to the study of the small business and its environment. Consideration is given to the practical problems of financial sources, control, insurance, taxes, and personnel faced by the individual starting his/her own enterprise.

Contact	Institution
Sister Mary Patrick Murphy, S.S.J. *Vice President* *(315) 393-5930*	*Mater Dei College* *Riverside Drive* *Ogdensburg, NY 13669*

Title

Champlain Valley Food and Equipment Show '87

Content Emphasis

Food and equipment.

Objective(s)

Trade show for food and equipment purveyors to exhibit their wares to the local food service industry.

Target Audience	Format	Schedule
General	Trade Show	Once a year, 2 days, on campus

Cost	Student Assistance	Instructional Staff
Free	N/A	N/A

Description

Owners and managers of restaurants and convenience stores, dietitians, food service operators and employees, along with potential interested parties from our community as well as from Vermont and Canada will be invited to peruse the wares of food service distributors.

Contact

Kate Chilton
Center for Lifelong Learning
(518) 564-2050

Institution

SUNY College at Plattsburgh
Plattsburgh, NY 12901

Title

Economic Development Conference

Content Emphasis

Presentation of information on establishing sources of financing for business formation and expansion.

Objective(s)

To identify problems faced by North Country economy and to discuss possible solutions.

Target Audience	Format	Schedule
Minorities, women, experienced and potential business owners/entrepreneurs	Workshop, non-credit course	On request, 1 day (7 hours), on campus

Cost	Student Assistance	Instructional Staff
$15.00	N/A	Non-traditional business people from the United States and Canada

Description

This conference will present information on established sources of financing for business formation and expansion. The conference is designed around a series of workshops, each addressing a different aspect of the economy. This conference will also focus on the problems of financing economic development in the North Country.

Contact

Steve Hyde, Director
Technical Assistance Center
(518) 564-2214

Institution

SUNY College at Plattsburgh
Plattsburgh, NY 12901

Title

Small Business Training for Profits

Content Emphasis

Preparation for entrepreneurship.

Objective(s)

Assist participants in assessing their readiness to own and operate businesses and assist those who decide in the affirmative to develop business plans.

Target Audience	Format	Schedule
Women, minorities, experienced and potential business owners/entrepreneurs	*Workshop*	*Twice a year, 8 3-hr. sessions, on and off campus, evenings*

Cost	Student Assistance	Instructional Staff
$25-$35	*Special counseling*	*Small Business Development Center Counselors*

Description

A practical workshop aimed at helping actual and potential business owners assess the realities of business ownership, prepare themselves for the rigors of ownership and develop business plans to prepare to obtain financing and be successful in the marketplace.

Contact	Institution
John Duncan, Ray McKinny *Small Business Counselors* *(518)564-2214*	*SUNY College at Plattsburgh* *302 Sibley Hall* *Plattsburgh, New York 12901*

Title

Tax Strategies Under the 1986 Tax Reform Act

Content Emphasis

Highlights and changes of the Tax Reform Act.

Objective(s)

To inform individuals and small business owners and managers about the 1986 Tax Reform Act.

Target Audience	Format	Schedule
General	Seminar, non-credit course	On request, 1 3-hour session, on campus

Cost	Student Assistance	Instructional Staff
$20.00	N/A	Part-time faculty

Description

Seminar topics include:

- What the highlights of the 1986 Tax Reform Act are
- When the changes will go into effect
- Why everyone will be affected by the new law
- How to plan tax strategies under the new Tax Reform Act

Contact

Kate Chilton
Center for Lifelong Learning
(518) 564-2050

Institution

SUNY College at Plattsburgh
Plattsburgh, NY 12901

Title

The Supervisory Effectiveness Institute

Content Emphasis

Communication, motivation, style awareness, stress management, goal setting, action planning, etc.

Objective(s)

Custom designed programs for small business and industry. Thus far, 3 levels, each a 2½ day intensive residential program have been delivered to 150 managers at 10 businesses.

Target Audience

Potential experienced business owners/entrepreneurs, newly appointed managers

Format

Seminar

Schedule

3-4 weeks during summer-2½ day sessions on campus

Cost

$150-$200 per day for room, board & tuition program usually last 2-2½ days

Student Assistance

Financial Aid

Instructional Staff

Full-time faculty & experts in the field

Description

Management education for both new and experienced managers.

Level I features "Developing Our Most Valuable Resource-People"
Level II features "Effective Strategies for Supervisors"

Highly successful program has served St. Lawrence & Lewis County industries and business for 2 years.

Contact

Bryan Felitto
(315)386-7203

Institution

SUNY College of Technology at Canton
Canton, NY 13617

Mohawk Valley Region

Counties: Hamilton, Fulton, Montgomery, Herkimer, Oneida, Schoharie

Small Business Development Center:

State University College of Technology
at Utica/Rome
P.O. Box 3050
Utica, New York 13504-3050

Contact: Al Mario, Acting Director

Economic Development Center:

Mohawk Valley Regional Education Center
for Economic Development
Herkimer-Fulton-Hamilton-Otsego BOCES
Gros Boulevard
Herkimer, New York 13350

Contact: David McLane, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Herkimer County Chamber of Commerce
Ted Adams, Executive Director
19 West Main Street
Mohawk, New York 13407

S.S.S. SCORE/ACE programs and consulting help to train and assist small business owners and entrepreneurs

Utica Area Chamber of Commerce, Inc.
Alvin Mardon
258 Genesee Street
Utica, New York 13502

Title

Human Resource Development Courses

Content Emphasis

Various topics of interest to area businesses and organizations

Objective(s)

Provide high quality training opportunities for area business and organization staff members to improve their job performance.

Target Audience	Format	Schedule
Continuing education students	*Non-credit course*	*Designed to meet client requirements*

Cost	Student Assistance	Instructional Staff
Varies by course and enrollment	N/A	*Faculty and community professionals*

Description

Courses are designed to meet individual requirements. Examples are:

- *Communications Skills for Secretaries*
- *Conducting More Effective Meetings*
- *Decision-Making*
- *Evaluation and Planning for Managers*
- *How to Save Money and Your Accountant*
- *Improving Employee Relations*
- *Management Seminar for Women*
- *Working Women and the Law*
- *Written Communications for Business and Industry*

Contact

Jackson F. Douglass , Director
Non-credit Programs
(518) 762-4651

Institution

Fulton-Montgomery Community College
Route 67
Johnstown, NY 12095

Title

Small Business Management

Content Emphasis

Record keeping, financing, labor/tax laws, promotion techniques, profit planning/cost control, inventory control, credit policies, franchise operations.

Objective(s)

To provide essential concepts of starting and operating a small business.

Target Audience	Format	Schedule
General	Credit-bearing course	Every semester, on campus, 3 hours per week

Cost	Student Assistance	Instructional Staff
$151.00	Financial Aid, Counseling, Day-care, Transportation, Remediation	Full and part-time faculty

Description

Course provides essential concepts of starting and operating a small business. Topics covered include: initial procedures in starting a small business, record keeping, financing, labor/tax laws, promotion techniques, profit planning/cost control, inventory control, credit policies, sources of information, and franchise operations.

Contact

Dr. Robert Kusek
Associate Dean
(518) 762-4651/313

Institution

Fulton-Montgomery Community College
Rte. 67
Johnstown, NY 12095

Title

Small Business Training Program

Content Emphasis

Management skills, effective communications, sound cash management, personnel and personal management, marketing advertising skills.

Objective(s)

To provide students with knowledge of how to start and run a small business.

Target Audience	**Format**	**Schedule**
General	*Certificate Training*	*Every semester, 5 12-hour modular sessions, on campus*

Cost	**Student Assistance**	**Instructional Staff**
Not yet determined	*N/A*	*Consultant*

Description

This certificate training program will provide students with skills and knowledge necessary to (1) successfully open a new enterprise, (2) prevent further economic decline in existing businesses, (3) expand present enterprise sites, services, (4) develop additional and new locations for these enterprises, and (5) continue to monitor on-going activities concerning all program participants from inception of this program.

Contact	**Institution**
Samuel Russo, Jr. *(315) 866-0300/265*	*Herkimer County Community College* *Reservoir Road* *Herkimer, NY 13350*

Title

How to Make Money in Importing/Exporting

Content Emphasis

Importing and exporting goods.

Objective(s)

To introduce the fundamentals of importing and exporting.

Target Audience	Format	Schedule
Continuing education students, potential business owners/ entrepreneurs	Non-credit course	Summer, fall and spring, 6 2-hour sessions on Tuesdays, at BOCES center
Cost	**Student Assistance**	**Instructional Staff**
$20.00	N/A	Retired businessperson from community

Description

A course that will give participants information on how to select resources, handle customs, ocean freight, duties, taxes, insurance, and jargon needed to trade by overseas trade or travel.

Contact

Donald Baker, Administrative Assistant
Continuing Education
(315) 768-4563

Institution

Oneida County Board of Cooperative Educational Services
Box 70, Middle Settlement Road
New Hartford, NY 13413

Title

How to Make Money In A Mail Order Business

Content Emphasis

How to start a mail-order business

Objective(s)

To introduce people to starting a mail order business.

Target Audience	Format	Schedule
Continuing education students, experienced and potential business owners/entrepreneurs	Non-credit course	Summer, fall and spring, 6 2-hour sessions on 6 Mondays, at BOCES center

Cost	Student Assistance	Instructional Staff
$20.00	N/A	Retired businessperson from community

Description

Students learn the fundamentals of establishing and succeeding in a mail-order business.

Contact

Donald Baker, Administrative Assistant
Continuing Education
(315) 768-4563

Institution

Oneida County Board of Cooperative
Educational Services
Box 70, Middle Settlement Road
New Hartford, NY 13413

Title

Small Business Management

Content Emphasis

How to start or buy a business.

Objective(s)

For participants to develop a desired income planning approach to start or buy a business.

Target Audience	Format	Schedule
Continuing education students, potential business owners/ entrepreneurs	*Non-credit course*	*Every semester, 12 2-hour sessions (12 Thursdays) at BOCES center*

Cost	Student Assistance	Instructional Staff
$40.00	N/A	*Retired businessperson from community*

Description

A desired income planning approach to starting or buying a business that will improve the chance of success.

Contact

Donald I. Baker
Administrative Assistant
Continuing Education
(315) 768-4563

Institution

Oneida County Board of Cooperative
Educational Services
Box 70, Middle Settlement Road
New Hartford, NY 13413

Title

Development Center for Business

Content Emphasis

New and changing businesses.

Objective(s)

Business incubator, product research & testing, financial analysis, specific training, student internships.

Target Audience	Format	Schedule
Experienced & potential business owners/entrepreneurs	*Seminar, workshop, non-credit course, internship/experiential, business incubator*	*Varied, on campus*

Cost	Student Assistance	Instructional Staff
Varies-agree to donation to hourly rate	*Scholarships, special counseling, administrative assistance*	*Full-time faculty, community*

Description

The Development Center for Business is committed to making its resources available, including faculty expertise, program planning services and the use of facilities. Services provided by the Center include training, technical assistance, incubator services, applied research, workshops and seminars, data bases and export assistance.

Contact	Institution
Denise Bukovan *Community Service Specialist* *(518)234-5528*	*SUNY College of Agriculture & Technology at Cobleskill* *Cobleskill, NY 12043*

Title

Greater Opportunity Courses

Content Emphasis

Hands-on skills training

Objective(s)

To train or update individuals in various job-related skills.

Target Audience	Format	Schedule
General community	Non-credit course	Twice a semester, 7-14 evening sessions, 2 hrs. each, on campus

Cost	Student Assistance	Instructional Staff
$30-$100 per person	N/A	Full-time faculty

Description

Six to twelve credit-free courses are offered twice per semester based on requests from individuals or organizations. Typical courses include Introduction to Computer Science, Supervision, Word Processing, Typing and Shorthand Refresher, Short Order Cooking, Small Business Accounting, Mid-level Management and Farm Use of Computers.

Contact

Sally Anderson, Administrative Assistant
(518)234-5528

Institution

SUNY College of Agriculture & Technology
at Cobleskill
Cobleskill, NY 12043

Title

Industry/Agency Specific Training

Content Emphasis

Designed by industry/agency

Objective(s)

To teach skills to employees of any agency or business which meets its specific training requirements.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs, government agencies, profit and non-profit organizations	Seminar, workshop, non-credit course	On request, whatever is convenient

Cost	Student Assistance	Instructional Staff
$36 per hour of instruction	N/A	Full-time faculty, community

Description

Industry (retail businesses, professors, manufacturers) and agencies (hospitals, social services, local government, schools) work with the College to develop an educational program for their employees to address a specific training need of that industry or agency. Length of programs varies according to content required. Teaching format, days, times, and location are arranged at employer's/employee's convenience. On-campus residential seminars are available during the summer.

Contact

W. Clifton Collins
Assistant Dean of Academic Affairs
(518) 234-5528

Institution

SUNY College of Agriculture & Technology
at Cobleskill
Cobleskill, NY 12043

Title

Residential Summer Conferences

Content Emphasis

Lecture, hands-on laboratory, recreation and social.

Objective(s)

To provide a concentrated, residential living/learning experience with colleagues and peers to fulfill specific training requirements.

Target Audience	Format	Schedule
Specific businesses and general public	Seminar, workshop, non-credit course	Summers, on campus

Cost	Student Assistance	Instructional Staff
$200-$300 week/person includes instruction, room & board, supplies & activities	N/A	Full-time faculty

Description

Conferences are designed to fulfill specific requests from industry or agencies. Opportunities are available in Agriculture, Business (Accounting, Computer Information Systems, Office Technologies), Food Services and Hospitality and Day-Care Operations.

Contact

W. Clifton Collins
(518) 234-5528

Institution

SUNY College of Agriculture & Technology
at Cobleskill
Cobleskill, NY 12043

Title

Advanced Management Program

Content Emphasis

Six areas - accounting, finance, marketing, economics, organizational behavior and management policy.

Objective(s)

Train entry level through executive management in business-related disciplines.

Target Audience	Format	Schedule
Experienced & potential business owners/entrepreneurs	Non-credit course, 6 seminars	Continuously, except summer, 8 3-hr. sessions 1 evening per week, on campus

Cost	Student Assistance	Instructional Staff
$300 each of 6 seminars-includes all costs	Employer sponsored	Full-time faculty

Description

Business/management training for potential management candidates and management personnel requiring current knowledge in management decision making.

Contact

Al Mario, Director
Management Assistance Center
(315)792-7432

Institution

SUNY College of Technology
at Utica/Rome
Marcy Box 3050
Utica, NY 13502-3050

Title

Entrepreneurial Education Resource Center

Content Emphasis

Business, economics, and entrepreneurship educational resources for secondary level programs.

Objective(s)

Improve junior and senior high level education through timely identification and increasing availability of instructional resources.

Target Audience	Format	Schedule
Junior and senior high school educators	Various networks and conventional media transmission	Commencing May 1987

Cost	Student Assistance	Instructional Staff
N/A	N/A	Professional specialists

Description

The Center is a pilot program to develop an effective system to furnish junior high and senior high school educators with information to facilitate entrepreneurial, business and economic education. It is expected that the Center will collect, evaluate, index (by grade level), categorize, and disseminate information through various networks and conventional means to educators in New York State.

Contact

Al Mario
Management Assistance Center
(315) 792-7432

Institution

SUNY College of Technology
Marcy Box 3050
Utica, NY 13502-3050

Title

Entrepreneurial Functions

Content Emphasis

Business Functional Areas

Objective(s)

Present role and responsibilities of the entrepreneur.

Target Audience	Format	Schedule
Full and part-time students	Credit-bearing course	Once a year, M-W-F, 1½ hrs.

Cost	Student Assistance	Instructional Staff
Tuition	N/A	Full-time faculty

Description

For new or existing firms to obtain a formal presentation of business responsibilities associated with management and/or ownership.

Contact

Al Mario, Director
Management Assistance Center
(315)792-7432

Institution

SUNY College of Technology
at Utica/Rome
Marcy Box 3050
Utica, NY 13502-3050

Title

Small Business Management Workshop

Content Emphasis

Management Assistance

Objective(s)

"Hands-on" experience for students - assistance to small business.

Target Audience	Format	Schedule
Minorities, women, full and part-time	*Credit-bearing course*	*As required during semester, in local areas*

Cost	Student Assistance	Instructional Staff
Student tuition *client-no cost*	*Loans*	*Full-time faculty*

Description

Senior level selected students, under faculty supervision, analyze small business client problem areas and work towards alleviating (solving) identified areas. Students render services such as marketing and accounting on one-time basis.

Contact	Institution
Al Mario, Director *Management Assistance Center* *(315)792-7432*	*SUNY College of Technology at Utica/Rome* *Marcy Box 3050* *Utica, NY 13502-3050*

Southern Tier Region

Counties: Steuben, Chemung, Tioga, Tompkins, Schuyler, Broome, Delaware, Chenango, Otsego

Small Business Development Center:

SUNY at Binghamton
Vestal Parkway East
Binghamton, New York 13901

Contact: David Patterson, Director

Economic Development Center:

Southern Tier Regional Education Center
for Economic Development
421 Upper Glenwood Road
Binghamton, New York 13905

Contact: John Chanecka, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Broome County Chamber of Commerce
(607) 772-8860

Chenango County Chamber of Commerce
29 Lackawanna Avenue
Norwich, New York 13815
(607) 334-3236

Bath Area Chamber of Commerce
(607) 776-4031

Title

School for Small Business

Content Emphasis

Varies

Objective(s)

To present a series of appropriate courses and seminars each semester designed to serve needs of small businesses.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	Non-credit course	Varies-held each semester on campus

Cost	Student Assistance	Instructional Staff
Varies-generally $30.00 - $50.00	N/A	Full-time

Description

Broome Community College's Center for Community Education presents a variety of short non-credit courses every semester as part of its school for small business. The courses are designed for owners and managers of small business and deal with topics of current interest.

Contact	Institution
Charles Quagliata Center for Community Education (607) 771-5056	Broome Community College Binghamton, NY 13902

Title

Entrepreneurship: The American Dream

Content Emphasis

Planning, researching

Objective(s)

To assist in the development of a formal business plan.

Target Audience	**Format**	**Schedule**
Minorities, women, potential & recent business owners/ entrepreneurs	Non-credit course	3 times per semester, 8 2-hr. sessions, at 3 regional locations

Cost	**Student Assistance**	**Instructional Staff**
$127.50	N/A	From Community

Description

This is a comprehensive training system using integrated audiovisual and print materials to train potential business owners about the realities and principles of business ownership. Topics include: planning, financing, marketing, decision making, and implementing your plans.

Contact

Judy Smith, Director
Business Development & Training
(607)962-9457

Institution

Business Development Center
24-28 Division Pkwy. West
Corning, NY 14830

Title

The Center for Training & Development-Small Business Courses

Content Emphasis

Small Business skills

Objective(s)

To provide potential or experienced business owners with skills which will increase their chance for success in business.

Target Audience	Format	Schedule
General	Non-credit course	Varies with each course, held at Norwich High School, evenings

Cost	Student Assistance	Instructional Staff
$5-$20 per course	N/A	Professionals from community

Description

Course topics include:
- Promoting Your Business: The Importance of Advertising
- Public Speaking
- Sources of Money: Financing Small Industry Startup & Expansion
- Collections for Small Business
- Preparing Your Business Plan
- Taxation & Reporting Requirements for Small Business
- Computerize Your Business: Learning to Use Database, Spreadsheet, and Word Processing Software

Contact

Joanne Race
Program Director
(607)334-3236

Institution

Chenango County Chamber of Commerce
29 Lackawanna Ave., P.O. Box 249
Norwich, NY 13815

Title

Small Business Skills Courses

Content Emphasis

Operating a small business successfully.

Objective(s)

To provide students with practical skills that will help them to succeed in small business.

Target Audience	Format	Schedule
General	*Non-credit course*	N/A

Cost	Student Assistance	Instructional Staff
Varies - $25-$100 per course	*Day-care subsidies, bus tokens avail.*	*From community*

Description

Wide variety of courses and programs aimed at improving a skill or gaining a new skill that will help small business owners to improve their chances for success. Course topics include: Clerical Skills/word processing, dBase III, Bookkeeping/Accounting, BASIC, LOTUS 1-2-3 and Dataease.

Contact

Annette Gould
Coordinator
(607)798-8831

Institution

Continuing Community Education
Board of Cooperative Educational Services
Employee Training Program
Adult Learning Center
740 Main Street
Johnson City, NY 13790

Title

Career Development

Content Emphasis

Job skills, supervisor skills and communication techniques

Objective(s)

A one year certificate program designed to improve workers' skills and ability to advance in organization.

Target Audience	Format	Schedule
Women, full-time students	*Series of 6 courses, 1½ credits each*	*Various days-once a week offered each semester, on campus*

Cost	Student Assistance	Instructional Staff
N/A	*Remedial/developmental instruction, special counseling*	*Part-time faculty*

Description

Career Development Studies is a one-year certificate program designed for clerical, secretarial and office support workers. Courses provide improved oral and written communication skills, better understanding of interpersonal and organizational theory and dynamics and concepts and practice in team-building and supervision. Workers will improve their skills and better understand themselves and their organizations. The program consists of six courses which earn 9 University credits.

Contact

Mary Margaret Williams, Director
Career Development Programs
(716)232-2730 ext. 247
262-4440

Institution

Cornell University
New York State School of Industrial and Labor Relations
Ithaca, NY 14851-0952

Title

Entrepreneur of the Year Program

Content Emphasis

Information for potential entrepreneurs

Objective(s)

To encourage entrepreneurship

Target Audience	**Format**	**Schedule**
Experience & potential business owners/ entrepreneurs	*Seminars, Workshops* *Formal Lectures*	*Once a year, 2 evenings & 1 day, on campus*

Cost	**Student Assistance**	**Instructional Staff**
$200.00	N/A	*Full and part-time faculty, members of the community*

Description

This is a meeting of entrepreneurs and those who wish to become entrepreneurs. It features lectures, workshops and discussions on various topics that relate to entrepreneurship.

Contact	**Institution**
Curtis W. Tarr, Dean *Johnson Graduate School of Management* *(607)255-5054*	*Cornell University* *Ithaca, NY 14853*

Title

LOTUS 1-2-3 and Advanced LOTUS 1-2-3

Content Emphasis

Computer software application and computer applications to organization functions.

Objective(s)

Introduction to use of computer software for management; spreadsheet, database, word processing and graphics. Data query; database management; writing macros, i.e. automating LOTUS functions - personnel records inventory.

Target Audience	Format	Schedule
General	Workshops, non-credit course	Offered 3-4 times per year, 2-3 6-hr. sessions

Cost	Student Assistance	Instructional Staff
$270.00-LOTUS 1-2-3 $180.00-Adv. LOTUS 1-2-3	N/A	Part-time faculty

Description

Learn applications of LOTUS 1-2-3, introductory and advanced, to improve management decisions. Topics covered include financial spreadsheets, reports, database and graphics.

Contact	Institution
Ronald House (607)255-7727	Cornell University New York State School of Industrial and Labor Relations Ithaca, NY 14853

Title

Marketing and Salesmanship

Content Emphasis

Applying successful sales techniques

Objective(s)

How to develop a successful marketing plan, develop basic sales tools, and use them, develop contracting skills, bid price, overhead and sales techniques.

Target Audience	Format	Schedule
General, except for full-time students	Non-credit course Workshop	Upon request, 3 6-hrs. days, in NYC, Albany, Buffalo or Syracuse

Cost	Student Assistance	Instructional Staff
$180-$270	N/A	Part-time faculty

Description

Introductory workshop session to assist in the development of a working plan, market survey, application of sales tools, improving salesmanship and sales techniques. Several classroom illustrations, telephone calls, developing a bid price and overhead.

Contact

Ronald House
(607)255-7727

Institution

Cornell University
New York State School of Industrial
and Labor Relations
Ithaca, NY 14851-0952

Title

Organization and Management of a Small Business

Content Emphasis

Planning, financing, developing a new business venture.

Objective(s)

Give students exposure to decision making in a small business environment.

Target Audience	Format	Schedule
Full-time students	Credit-bearing course Seminar	Once a year, 28 sessions, (14 2-hr. & 14 1-hr.), on campus

Cost	Student Assistance	Instructional Staff
Tuition	N/A	Full-time faculty

Description

This course focuses on entrepreneurs and small businesses. The areas to be addressed include the planning, financing, developing and operating of a new or ongoing business venture. Students will develop skills in analyzing facts, formulating a decision and developing a resultant course of action. There will be one major term project which will require the application of the course material to a field consulting project. Students will work in groups to analyze a business enterprise that has requested assistance from the Small Business Institute.

Contact	Institution
David Dunn, Assistant Dean Academic Affairs (607)255-3692	Cornell University Ithaca, NY 14850

Title

Small Business-Human Resource Management

Content Emphasis

Concepts of personnel/human resource management

Objective(s)

Provide education in concepts and techniques of current personnel/human resource management adapted to the needs of small businesses.

Target Audience	Format	Schedule
Full-time students	*Credit-bearing course*	*Once a year - 2 days per week*

Cost	Student Assistance	Instructional Staff
Regular Cornell tuition	*Scholarships*	*Full-time faculty*

Description

The course is designed to explore current concepts and methods of human resource management adapted to the size and special needs of small businesses. Utilization of personal computer in human resource management is included as part of the course.

Contact	Institution
Robert Risley, Professor *(607)255-5427*	*Cornell University* *Ithaca, NY 14853*

Title

Supervisory Management

Content Emphasis

Fundamentals of Supervision

Objective(s)

Provide middle managers with basic skills necessary to effectively manage a small organization.

Target Audience	Format	Schedule
General	*Non-credit course, Workshop*	*On request, 3 6-hr. days, NYC, Albany, Buffalo or Syracuse*

Cost	Student Assistance	Instructional Staff
$180-$270	N/A	*Full and part-time faculty*

Description

Develop an understanding of the basic principles of management, functions and responsibilities of a supervisor, improve your individual and work unit performance and provide insight through self-analysis into your strengths and areas for improvement. Several in-class exercises with applied illustrations.

Contact	Institution
Ronald House *(607)255-7727*	*Cornell University* *New York State School of Industrial and Labor Relations* *Ithaca, NY 14850*

Title

Various Business Development Programs

Content Emphasis

Business planning, marketing and management

Objective(s)

Informal education programs in small business development organized by county Cooperative Extension with Cornell University providing resource support. Programs reach a variety of different clients and business interests, including family and home based enterprise; farm, natural resource, horticultural ventures, etc.

Target Audience	Format	Schedule
Experienced & potential business owners/ entrepreneurs	*Workshop*	*Afternoon or evening workshops in community buildings*

Cost	Student Assistance	Instructional Staff
Varies	N/A	*From community, from area colleges, private sectors, local extension staff and Cornell resources*

Description

Informal education programs in small business development organized by county Cooperative Extension with Cornell University providing resource support. Instruction provided by local Extension staff, and area community resources, as well as Cornell faculty and staff.

Contact

David Gross, Program Specialist
Cornell Cooperative Extension
(607)255-2825

Institution

Cornell University
Fernow Hall
Ithaca, NY 14853

Title

Small Business Seminars

Content Emphasis

Accounting, finance, marketing

Objective(s)

Provide students with an introduction to concepts and principles of small business management. The approach used is case study and analysis.

Target Audience

Full & part-time, & continuing education students

Format

Credit-bearing course

Schedule

Once a year, on campus

Cost

Approximately $717 per 3 credit course

Student Assistance

Scholarships, loans, special counseling

Instructional Staff

Full-time faculty

Description

Courses are designed to provide theory and practice in dealing with issues specific to small business. Students completing both Seminar I & Seminar II will have case analysis and practical consulting experience in dealings with small business issues and problems.

Contact

Raquib Zaman
(607)274-3117

Institution

Ithaca College
Smiddy Hall
Ithaca, NY 14850

Title

Small Business Management

Content Emphasis

Personnel, finance, sales, human factors, marketing

Objective(s)

Prepare people for proper selection of and operation of a small business enterprise.

Target Audience	Format	Schedule
Full-time students Continuing education students Potential business owners/ entrepreneurs	Credit-bearing course	Every semester, 45 1-hour sessions on Delhi campus

Cost	Student Assistance	Instructional Staff
$137.55	Counseling	Full-time faculty

Description

Preparation for choosing and successfully operating your own small business. This course examines all the major business factors including finance, sales, physical factors, human factors, and marketing. Success and failure factors are also a central component.

Contact	Institution
Tom Banks Director of Continuing Education (607) 746-4151	SUNY College of Technology at Delhi Bush Hall Delhi, NY 13753

Title

Small Business Seminars

Content Emphasis

Restaurant business, advertising, starting a small business.

Objective(s)

To provide potential and experienced business owners/entrepreneurs with useful information about the start-up and operation of small businesses.

Target Audience	Format	Schedule
Continuing education students, experienced & potential business owners/entrepreneurs, women, minorities	Non-credit courses, seminars	Each seminar is one six-hour session, on campus

Cost	Student Assistance	Instructional Staff
$30-$45 per seminar	N/A	From community

Description

Seminar titles include:

- -The Restaurant Workshop
- -Big Results With a Small Advertising Budget
- -Going into Business

Topics include taxes, insurance, marketing, advertising, designing a business plan, accounting and tipping.

[See next page for more detailed descriptions.]

Contact	Institution
Kathleen Habel Cooperative Education & Training Program (607)844-8211/323	Tompkins-Cortland Community College 170 North St. Dryden, NY 13053

The Restaurant Workshop

This workshop is for new restaurant owners or people interested in starting a small restaurant business. It includes such topics as the Dram Law, tipping, liability insurance, and health codes as well as marketing.

Big Results With A Small Advertising Budget

This workshop is designed to give small and medium-sized companies simple ways to get more mileage out of each advertising dollar.

Going Into Business

Going Into Business is a workshop designed to provide information and assistance to potential and new business owners. Topics include taxes, accounting, designing a business plan, insurance and advertising.

Title

Small Business Workshops

Content Emphasis

Personal computers and software; supervisory skills; time management.

Objective(s)

An introductory look at personal computers; discussion and utilization of a variety of supervisory skills; discussion of wise time management.

Target Audience	**Format**	**Schedule**
General	*Workshop*	*Varies depending on workshop; 2, 4 & 6 two-hour sessions, on campus*

Cost	**Student Assistance**	**Instructional Staff**
$40-$60 per workshop	N/A	*Full & part-time faculty*

Description

Workshop titles include:

- *-Computer Training for People in Small Business (6 2-hr. sessions)*
- *-Managing Your Time Wisely (2 2-hr. sessions)*
- *-Supervision in the Small Business Organization (4 2-hr. sessions)*

[See next page for more detailed descriptions.]

Contact

Kathleen Habel
Cooperative Education & Training Program
(607)844-8211/323

Institution

Tompkins-Cortland Community College
170 North St.
Dryden, NY 13053

Computer Training for People in Small Business

Participants are shown three basic types of business software applications: word processing, the electronic spreadsheet, and database management systems.

Managing Your Time Wisely

Since time is one of our most critical resources, learning to use it wisely promotes relaxation, reduces stress and contributes to a sense of accomplishment. Successful business people know that managing time wisely leads to an efficiently run organization. This workshop offers suggestions on delegation of time, strategies and creation of a desirable workplace.

Supervision in the Small Business Organization

This workshop offers participants an opportunity to examine their supervisory styles. Participants address human relations, dilemmas, problem identification and resolution, and an analysis of individual and group leadership styles.

Central New York Region

Counties: Oswego, Onondaga, Madison, Cayuga, Cortland

Small Business Development Center:

Central New York Technology Development Organization
KS & R
500 South Salina Street
Syracuse, NY

Contact: Ted Doyle, Project Manager

Economic Development Center:

Central New York Regional Educational Center
for Economic Development
1201 East Fayette Street
Syracuse, NY 13202
(315) 422-0066

Contact: Thomas Arneson, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Oswego County Cooperative Extension
(315) 963-7286

Small Business Institute, Onondaga Community College
(315) 469-7741

Title

Small Business Management Degree and Small Business Operations Diploma

Content Emphasis

Small business ownership.

Objective(s)

Teach skills necessary to open, manage and expand a small business.

Target Audience	Format	Schedule
General	Credit-bearing courses	Every semester, on campus, flexible scheduling

Cost	Student Assistance	Instructional Staff
$1267 (15-18 credit hours)	Scholarships, loans, remedial math, special counseling, flexible scheduling designed to allow employment & school simultaneously	From community, business owners

Description

This program is designed to help in all aspects of small business ownership/ management, including accounting, regulations and legal considerations, marketing and merchandising, operational planning and managerial techniques.

Contact

John Pikens, Dean
William Muldowney
Assistant Academic Dean
(315) 472-6603

Institution

Bryant & Stratton
400 Montgomery St.
Syracuse, NY 13202-2972

Title

Small Business Training

Content Emphasis

Upgrading Skills

Objective(s)

Computer operations, interpersonal management skills, inventory control, finance and cash flow analysis, advertising and marketing.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	*Seminar* *Non-credit course*	*On campus, evenings*

Cost	Student Assistance	Instructional Staff
Free	N/A	*Full-time faculty*

Description

This was an employer specific training project funded by ESSTG. We anticipate having the funds for an entreprenarial training and an advanced small business training for 1986-87.

Contact

Susan Kuncio
(315)255-1743/212

Institution

Cayuga Community College
Auburn, NY 13021

Title

Business Ownership and Marketing

Content Emphasis

Marketing, entrepreneurship, advertising

Objective(s)

Course designed to inform about small business ownership.

Target Audience	Format	Schedule
Secondary business students	Part of a one-year program in secondary school	10 weeks, 5 days a week, 2 1/2 hours a day, at BOCES Center

Cost	Student Assistance	Instructional Staff
Park of BOCES normal tuition of $2100 per year	N/A	Business/Marketing Secondary Teacher

Description

An opportunity for each student to develop a comprehensive business plan. Each student chooses a particular type of establishment for deciding the best form of ownership, identifying various accounting records and financial statements, and deciding which products or services to sell.

Contact

Pat Phelan
Sales Marketing Instructor
(315)253-0361

Institution

Cayuga-Onondaga Board of Cooperative Educational Services
234 South Street
Auburn, New York 13021

Title

Establishing a Retail Business

Content Emphasis

Small business operation.

Objective(s)

As part of entire Retail Merchandising Management Program, course acquaints students with all aspects of opening and running a business.

Target Audience	Format	Schedule
Full-time students	*Credit-bearing course*	*3 1-hr. sessions per week, once a year, on campus*

Cost	Student Assistance	Instructional Staff
Tuition	N/A	*Full-time faculty*

Description

An in-depth study of all aspects of establishing and operating a retail business.

Contact

Len Colella
(315)472-6233

Institution

Central City Business Institute
953 James St.
Syracuse, NY 13203

Title

FORUM

Content Emphasis

Management

Objective(s)

Baccalaureate program for working managers and others with a business or management interest.

Target Audience	Format	Schedule
Part-time students, experienced & potential business owners/ entrepreneurs	Credit-bearing courses	Four times per year, long weekends, off campus
Cost	**Student Assistance**	**Instructional Staff**
$150 per credit (includes residency)	Loans, special counseling	Full-time faculty

Description

FORUM is one of a wide array of educational programs offered by Empire State College to adult students both within New York State and throughout the country. FORUM is unique in that it responds to the educational needs of working adults by using a weekend residency format to anchor the individualized educational experiences of its students. The program leads to the Bachelor of Arts, Bachelor of Science, or Bachelor of Professional Studies degree with concentrations in Business or Management.

Contact	Institution
Philip Reagan FORUM Program Director (315)463-8526	Empire State College 1927 Teall Ave. Syracuse, NY 13206-1929

Title

Small Business Management

Content Emphasis

Successful entrepreneurship.

Objective(s)

To train adults in the basics of owning and operating a business.

Target Audience	Format	Schedule
Continuing education students, potential business owners/ entrepreneurs	*Non-credit course*	*Every semester, 10 3-hour sessions, evenings at BOCES*
Cost	**Student Assistance**	**Instructional Staff**
$50.00	N/A	*Business people from community*

Description

For those who aspire to own and operate their own business or who are already in business to improve their operations. Topics include: all aspects of forming a business, business operating and merchandising.

Contact

Sylvia Connolly
Director, Adult Education
(315) 451-6054

Institution

Onondaga-Madison Board of Cooperative Educational Services
500 Hickory Street
Liverpool, NY 13088

Title

Oswego County Small Business Institute

Content Emphasis

All aspects of successful business operation.

Objective(s)

Small business counseling, referral and training in all aspects of small business, from start-up to full operation.

Target Audience

Experienced & potential business owners/entrepreneurs

Format

Non-credit course, seminar, 6 in-depth modules, each up to 30 hrs. in length

Schedule

Workshops-monthly, all day/modules-twice weekly/3-hrs. each evenings

Cost

Membership in Cooperative Extension + $10 per seminar
Modules-$2/contact hour

Student Assistance

Special counseling remedial/developmental instruction

Instructional Staff

Successful business owners from community

Description

The Oswego County BOCES and Cooperative Extension jointly offer the Oswego County Small Business Institute. Cooperation Extension provides individual counseling services, business energy audits, and a series of seminars providing participants with an overview of topics relevant to small business operation. As a follow-up to these seminars, BOCES provides a selection of six individual modules. These modules provide participants with more in-depth training in subject matter vital to successful small business operation. Participants may choose one or all six modules, depending on need.

Contact

Ruth Mulford
Business/Industry Training Coordinator
(315)963-7251/230

Institution

Oswego County Board of Cooperative
Educational Services
Mexico, NY 13114

Title

Courses designed as needs dictate

Content Emphasis

Varied

Objective(s)

Meet needs identified by members of the Chenango County Chamber of Commerce.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	Non-credit course, seminar, workshop	Varied, on request

Cost	Student Assistance	Instructional Staff
Varies	N/A	Full-time faculty and business people from community

Description

Short seminars or workshops on a variety of small business topics designed to aid members of the Chenango County small business community; run in conjunction with the county Chamber of Commerce.

Contact

Margaret Raynor
Program Coordinator
(607)334-5144

Institution

SUNY College of Agriculture and
Technology at Morrisville
Morrisville, NY 13408

Finger Lakes Region

Counties: Orleans, Monroe, Wayne, Genesee, Wyoming, Livingston, Ontario, Yates, Seneca

Economic Development Center:

Finger Lakes Regional Education Center
for Economic Development
Mt. Morris, New York 14510

Contact: David Mathes, Director
Dale Swanger, Jr., Educational Planner

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars and conferences may be sponsored from time to time by one or more of the following organizations:

Genesee County Cooperative Extension
(716) 343-3040

Small Business Administration
(716) 263-6700

Title

Women/Minority Entrepreneurs - Suburban Model

Content Emphasis

Business Development

Objective(s)

Assist in the beginning stages of the development of small business by displaced homemakers, dislocated wokers and others.

Target Audience

Minorities, women, displaced homemakers

Format

Seminar

Schedule

1 full week (40 hours)
2 full days (12 hours)
once a year at a restaurant

Cost

Based on meals/lodging

Student Assistance

Special counseling, remedial/developmental instruction

Instructional Staff

From community lawyers, accountants, public relations

Description

A series of programs designed specifically for the woman entrepreneur. Small business will be demonstrated from concept to operation in a unique and exciting format for success.

Contact

Teri Baker, Coordinator
Continuing Education
(716)526-6491

Institution

Finger Lakes Area Vocational Center
3501 County Road 20
Stanley, NY 14561

Title

Development Center for Business-Small Business Courses

Content Emphasis

Varies

Objective(s)

To provide knowledge about small business.

Target Audience	Format	Schedule
Women, minorities, potential business owners/entrepreneurs	*Workshop* *Non-credit course*	*Varies with course*

Cost	Student Assistance	Instructional Staff
$30-$45, depending on the course	N/A	N/A

Description

Course titles:

- *-Starting a Small Business*
- *-Advertising for a Small Business*
- *-Basic Accounting for a Small Business*
- *-Computer Basics for a Small Business*

Contact

Edna Baehre
(716)343-0055/290

Institution

Genesee Community College
Development Center for Business
Batavia, NY 14020

Title

Management Development Program

Content Emphasis

Varies as listed under Description

Objective(s)

This program is designed to develop and strengthen your management skills to become a better leader and prepare yourself for future management opportunities.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	Non-credit courses Management Development Certificate	Varies - 10 courses Each 1 night a week, 7 weeks (210 hours of instruction)

Cost	Student Assistance	Instructional Staff
$50.00 per course $50.00/entire program	N/A	Part-time faculty

Description

Courses include the following:

- -Principles of Communication
- -Working with People
- -Employee Morale and Motivation
- -Principles of Supervision
- -Increasing Productivity
- -Principles of Management
- -Delegation of Authority
- -Employee Evaluation
- -Employee Relations
- -General Administration

Contact	Institution
Edna Baehre (716)343-0055/290	Genesee Community College College Road Batavia, NY 14020

Title

Small Business Management

Content Emphasis

Business/management skills

Objective(s)

To familiarize students with necessary business skills to own/operate their own businesses.

Target Audience	**Format**	**Schedule**
Continuing education students, experienced and potential business owners/entrepreneurs	*Non-credit course*	*Four semesters per year, 12 3-hour sessions, area vocational center*
Cost	**Student Assistance**	**Instructional Staff**
$60.00	N/A	*Former business owner from community*

Description

This course is designed for people operating or planning to operate a small business of their own. Course covers such topics as sources of money, record keeping, marketing and selling, advertising, taxation, business insurance, and balance sheet and income statements.

Contact	**Institution**
Joseph Galante, Director *Adult Education* *(716) 658-2253*	*Livingston-Steuben-Wyoming Board of Cooperative Educational Services* *Mt. Morris, NY 14510*

Title

Small Business Training

Content Emphasis

Management/Personnel

Objective(s)

To provide management upgrade skills to small business owners who have been in business 2-5 years.

Target Audience	Format	Schedule
Experienced business owners/entrepreneurs	Non-credit course	Every semester, 4 1½-hour sessions, in shopping centers- 7:30 am - 9 am

Cost	Student Assistance	Instructional Staff
Tuition rates	N/A	Professionals from community

Description

Targeted topics for personnel and management practices are presented to small business owners in breakfast seminars located in shopping malls for easy access. Presentations are delivered by appropriate professional (e.g. lawyers, CPA's etc.) after a Train-the-Trainer program.

Contact

Colette Crowell
(716)424-5200/5283

Institution

Monroe Community College
1000 E. Henrietta Road
Rochester, NY 14623

Title

Establishing & Operating Small Businesses

Content Emphasis

The beginning steps of how to establish and run a small business.

Objective(s)

To provide potential small business owners/entrepreneurs with practical knowledge on how to establish and operate a successful small business.

Target Audience	Format	Schedule
Continuing education students, potential business owners/entrepreneurs	Non-credit course	Every semester, 4 2-hr. sessions, on campus

Cost	Student Assistance	Instructional Staff
$32.00	N/A	From community

Description

Aspects include financial, legal, accounting, bookkeeping, recordkeeping, payroll, insurance, government forms, marketing, inventory control, advertising, personnel, competition, sales, merchandising, services, public relations, and profits.

Contact	Institution
Patricia Genthner, Assistant Director Continuing Education (716)586-2627	Nazareth College 4245 East Ave. Rochester, NY 14610

Title

Entrepreneurship

Content Emphasis

Entrepreneurial skills for minority women.

Objective(s)

To recruit and select 25 minority women interested in establishing their own small businesses.

To explore with clients the feasibility of establishing an entrepreneurial activity suitable to resources and talents of individuals and the needs of this service/product within the community.

To instruct clients in the mechanics of establishing their entrepreneurial activity.

Target Audience	Format	Schedule
Minorities, women, potential business owners/entrepreneurs	*Seminar*	*On request, at the Adult Skills Training Center*

Cost	Student Assistance	Instructional Staff
Free	*Agency-paid fees*	*Part-time faculty*

Description

Unique opportunity for minority women interested in entrepreneurial opportunities. This course offers resources for information, specific skill-building techniques, and follow-up.

Contact	Institution
Vivian Ralston, Director *Occupational & Continuing Education* *(716) 325-4560*	*Rochester City School District* *131 West Broad Street* *Rochester, NY 14614*

Title

Small Business Owner's Program

Content Emphasis

Assessment and planning.

Objective(s)

Self-assessment for business ownership.

Target Audience

General public

Format

Continuing education program

Schedule

Every semester,
12 3-hour sessions,
(12 weeks)

Cost

$75.00

Student Assistance

N/A

Instructional Staff

Part-time faculty

Description

Learn to assess self-employment potential, evaluate business skills, build a support system, assess personal finances, complete a production service survey, conduct a competitive market survey, plan a business, develop a business plan, use resources available for small business owners, and develop a personal plan of action.

Contact

Jerry Zinczyn, Supervisor
Continuing Education
(716) 325-4560

Institution

Rochester City School District
131 West Broad Street
Rochester, NY 14614

Title

Entrepreneurship

Content Emphasis

How to get into business.

Objective(s)

Assist students in developing and achieving entrepreneurial career objectives.

Target Audience	Format	Schedule
Full, part-time & continuing education students	*Credit-bearing course*	*Every quarter, 20 2-hr. sessions, on campus*

Cost	Student Assistance	Instructional Staff
$800.00	N/A	*Full-time faculty*

Description

Students will develop a business plan for starting a new venture. In addition, students will study all aspects of entrepreneurship through traditional means such as readings, cases, lectures and exercises.

Contact	Institution
Bob Barbato, Director *Small Business Institute* *(716)475-2350*	*Rochester Institute of Technology* *Small Business Institute* *Rochester, NY 14623*

Title

Small Business Management Certificate Program

Content Emphasis

Varies as per course identified under Description.

Objective(s)

To provide a solid foundation in theory and practical knowledge for those starting a small business.

Target Audience

Women, minorities, part-time & continuing education students, potential business owners/entrepreneurs

Format

Credit-bearing courses

Schedule

Each of the 3 courses is offered once a year, either 11 3½-hr. sessions or 4 weekend sessions on campus

Cost

$153 per credit hour
$612 per course
$1836 per 3-course program

Student Assistance

Financial aid, grants, writing instruction

Instructional Staff

Successful, academically qualified entrepreneurs from the community

Description

A 3-course program designed to provide practical, non-nonsense information and strategies needed to make new ventures more successful. "New Venture Development" covers the advantages and disadvantages of starting a business and start-up consideration; "Small Business Management and Finance" reviews cost-cutting, vendors, banks, accountants and record-keeping; "Small Business Marketing and Planning" includes product and customer development, sales, PR, advertising and targeting markets. Credits count toward appropriate diplomas and AAS and BS degrees.

Contact

Lynda Rummel, Associate Director
Business & the Arts
(716)262-2725

Institution

Rochester Institute of Technology
College of Continuing Education
50 W. Main Street
Rochester, NY 14614

Title

Small Business Seminars

Content Emphasis

Varies as listed under Description.

Objective(s)

To provide experienced and potential business owners/entrepreneurs with small business skills.

Target Audience	Format	Schedule
Experienced & potential business owners/entrepreneurs	*Seminar*	*1 day seminars offered when needed, on campus*

Cost	Student Assistance	Instructional Staff
$35-$50	N/A	*Full-time faculty & professionals from community*

Description

Seminars offered include:

- *-How to Start A Small Business*
- *-Marketing for Your Small Business*
- *-Cash Flow*
- *-Computers and Your Small Business*
- *-Others as needed*

Contact	Institution
Roseann Bellanca, Assistant Head John Willey Jones, School of Business (716)245-5369	*State University College at Geneseo Geneseo, NY 14454*

Western New York Region

Counties: Niagara, Erie, Chautauqua, Cattaraugus, Allegany

Small Business Development Center:

Technical Assistance Center
Niagara County Community College
3111 Saunders Settlement Road
Sanborn, New York 14132

Contact: Wilfred Bordeau, Director

Small Business Development Center
SUNY at Buffalo, HB 228
1300 Elmwood Avenue
Buffalo, New York 14222

Contact: Jack Brueckman, Director

Small Business Development Center
Jamestown Community College
P.O. Box 20
Jamestown, New York 14702-0020

Contact: Stephen A. Zalewski, Director

Economic Development Center:

Western New York Regional Education Center
for Economic Development
Erie I BOCES
2 Pleasant Avenue, West
Lancaster, New York 14086
(716) 681-5023

Contact: Jerald I. Wolfgang, Director

In addition to the following listing of opportunities at educational agencies in the region, other workshops, seminars, and conferences may be sponsored from time to time by one or more of the following organizations:

Consulting Task Force, Inc.
Joseph Chimera
37 North Union Road
Williamsville, New York 14221

Erie County Partnership, Buffalo and Erie County
(Private Industry Council)

Lockport/Eastern Niagara Chamber of Commerce
C. David Kinyon
Lockport Plaza
Lockport, New York 14094

Niagara Falls Chamber of Commerce
Chuck Steiner
Third Street
Niagara Falls, New York 14103

Psi Sigma Corporation/Growth Management Partners
Thomas Grafasi
775 Main Street, Suite 230
Buffalo, New York 14203

Training Team (Ms. Claire Rosen & Mr. Kenneth Peterson)
Granger Mansion
208 Main Street
Buffalo, New York 14222

Small Business Administration, Franklin Saortino
Federal Building, Room 1311
111 West Huron Street
Buffalo, New York 14202

Title

Project START

Content Emphasis

Marketing/Sales; Financial Projections; and Development of Human Resources; and operational plans.

Objective(s)

To provide small business entrepreneurs with comprehensive training in areas that will encourage the development and maintenance of a viable business.

Target Audience	**Format**	**Schedule**
Continuing education students, potential business owners/entrepreneurs	Seminar, Workshop, Individual Consultations, Non-credit Course	Once a year, 30 3-hour sessions, on campus

Cost	**Student Assistance**	**Instructional Staff**
$209.00	N/A	Full-time faculty, Private consultants

Description

Project START is a program which provides entrepreneurs with a "real world" - oriented curriculum focused on the day-to-day operational aspects of starting and maintaining an entrepreneurial venture. The Program encourages the sharing of talent, skills, and ideas so that those who want to develop a new business enterprise can more easily take advantage of the many resource people and agencies available in most business locales.

Contact

Kevin Turpin, Director
Special Programs
(716)883-7000/406

Institution

Canisius College
2001 Main St.
Buffalo, NY 14208

Title

Women in Business

Content Emphasis

Government assistance, tax changes, personnel issues, business planning.

Objective(s)

To introduce potential entrepreneurs to several function areas in business.

Target Audience	**Format**	**Schedule**
Women, potential business owners/ entrepreneurs	Workshop	One 4-hour session, once a year, on campus
Cost	**Student Assistance**	**Instructional Staff**
$6 for non-students	N/A	Full-time faculty, government agency staff

Description

A workshop to acclimate the potential entrepreneur to:

a) government services and assistance
b) tax changes
c) personnel issues
d) business planning

Contact

Gregory Fox
(716) 842-2770

Institution

Erie Community College
City Campus
121 Ellicott Street
Buffalo, NY 14202

Title

Introduction to Supervision Principles

Content Emphasis

Motivation, communication, planning

Objective(s)

To acquaint first level supervisors with the fundamentals of personnel management and motivation, communication, planning.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	*Non-credit course*	*6 2½ hour sessions, once a year, on campus*

Cost	Student Assistance	Instructional Staff
$70.00	*N/A*	*Full-time faculty*

Description

Designed for the first level supervisor, the course will include the following topics: motivation, problem solving, communication, planning, training, and personnel performance and evaluation.

Contact

James Wheeler
(716) 634-0800/417

Institution

Erie Community College/North Campus
Main Street & Youngs Road
Buffalo, NY 14221

Title

OSHA Employer Need-To-Know Training

Content Emphasis

Employer's responsibility for training and labeling

Objective(s)

Inform employers of current OSHA need-to-know regulations.

Target Audience	Format	Schedule
Experienced & potential business owners/entrepreneurs	Non-credit course	1 4-hr. session, every semester, on campus

Cost	Student Assistance	Instructional Staff
$60.00	N/A	Full-time faculty

Description

The course includes regulatory compliance issues for employers desiring information on current regulations governing OSHA Need-to-Know Training and the Hazzard Communication Program.

Contact	Institution
James Wheeler (716)634-0800/417	Erie Community College-North Campus Buffalo, New York 14233

Title

Statistical Process Control (SPC)

Content Emphasis

Current methods to statistically control reproducable parts.

Objective(s)

To introduce participants to SPC charts and quality control.

Target Audience	Format	Schedule
Experienced and potential business owners/entrepreneurs	Non-credit course	8 3-hour sessions, on campus

Cost	Student Assistance	Instructional Staff
$100.00	N/A	Full-time faculty

Description

The course covers the methods currently used in industry to statistically control the quality of reproducable parts, with participants involved in the construction, application, and interpretation of control charts.

Contact

James Wheeler
(716) 634-0800/417

Institution

Erie Community College/North Campus
Main Street & Youngs Road
Buffalo, NY 14221

Title

Starting Your Own Business

Content Emphasis

Information for potential entrepreneurs.

Objective(s)

This course is designed for individuals who are interested in becoming entrepreneurs.

Target Audience	**Format**	**Schedule**
Continuing education students	*Non-credit course*	*Every semester and on request, 12 3-hour sessions*

Cost	**Student Assistance**	**Instructional Staff**
$75.00	*Special counseling*	*Part-time faculty*

Description

Training topics will include introduction to marketing, finance, personnel operations, and business planning. Participants will deal with self-assessment of their own managerial potentials and development of a business plan. Individual business counseling will be provided for each student.

Contact

Patricia Starowitz, Supervisor
Continuing Education
(716) 686-2102

Institution

Erie I Board of Cooperative Educational Services
2 Pleasant Avenue West
Lancaster, NY 14086

Title

Small Business Management

Content Emphasis

Investment, record-keeping, money management

Objective(s)

To familiarize the students with the techniques, record keeping, and operational activities necessary for small business ownership and management.

Target Audience	**Format**	**Schedule**
General	*Seminar, workshop, non-credit course*	*Three times per year, 10 3-hour sessions, at Occupational Centers*

Cost	**Student Assistance**	**Instructional Staff**
$35.00 for 30 hours	*Special counseling*	*Retired and present business personnel*

Description

Opportunities for the novice in initiating or improving business, financial and administrative techniques, marketing procedures, legal and governmental controls.

Contact	**Institution**
Donald Grasso, Director *Occupational Education* *(716) 662-0135*	*Erie II Board of Cooperative Educational Services* *3340 Baker Road* *Orchard Park, NY 14127*

Title

Small Business Training

Content Emphasis

Financial, supervision, computer applications.

Objective(s)

To reach employees and employers, and to provide training in all aspects of managing a business.

Target Audience	**Format**	**Schedule**
Continuing education students, experienced and potential business owners/entrepreneurs	*Seminar, workshop, non-credit course*	*Every semester, on campus, on request*
Cost	**Student Assistance**	**Instructional Staff**
Free	*Day-care*	*Full-time, part-time faculty, business owners from community*

Description

Provides training in all aspects of managing a business from financial, taxes, accounting, supervisory management, labor relations, communication, and computer applications point of view.

Contact

Jesse Gugino
Training Consultant
(716) 372-1661

Institution

Jamestown Community College
Cattaraugus County Campus
244-250 N. Union Street
Olean, NY 14760

Title

Advertising and Finance Workshops

Content Emphasis

Strategies to increase cash flow.

Objective(s)

To increase cash flow for small business using advertising and finance strategies.

Target Audience	Format	Schedule
Continuing education students, experienced and potential business owners/entrepreneurs	*Workshop, non-credit course*	*Twice a year, 2 3-hour evening sessions in high schools*

Cost	Student Assistance	Instructional Staff
$1.25 per hour *$3.75 per evening*	N/A	*Part-time faculty and community*

Description

Increasing Cash Flow for the Small Business will give you tips on getting more out of your business investments and providing better benefits for yourself and your employees.

Advertising Your Small Business is designed to help small business owners avoid costly mistakes by learning how to make informed choices about their advertising needs.

Contact

Michelle Kavanaugh
Supervisor
(716) 877-6800/333

Institution

Kenmore-Town of Tonawanda Union Free School District
1500 Colvin Boulevard
Kenmore, NY 14223

Title

New Venture Creation

Content Emphasis

Analysis of all pertinent factors in the startup of a new business venture

Objective(s)

The creation of a new business, involves an analysis of all factors in the startup of a new enterprise and its successful management after startup.

Target Audience	Format	Schedule
General	Credit-bearing course	Typical college course schedule, offered every other year, on campus, day & night

Cost	Student Assistance	Instructional Staff
$483.00	Loans, special counseling	Full-time faculty

Description

An introduction to the preliminary consideration tasks involved in starting a small business. Groups of students choose a particular business; formulate a plan for beginning operations; meet with local entrepreneurs in that business; hypothetically select a location, buy equipment, decide on an advertising mix, consider what insurance might be required, begin to buy necessary inventory, etc. In addition, actual business opportunities, especially franchises, are examined.

Contact	Institution
Kenneth Radig, Professor (716)884-3281	Medaille College 18 Agassiz Circle Buffalo, NY 14214

Title

Small Business Survival Training Conferences

Content Emphasis

Skills for entrepreneurship.

Objective(s)

Small Business Survival Training Conferences are targeted at women and minority entrepreneurs who are dislocated workers, underemployed, or unemployed, have a business idea and want to go into business, but need more business skills to compete more effectively in the business world.

Target Audience	Format	Schedule
Women, minorities	Workshops	2 conferences 3-hrs. ea. evenings- 7 pm-10pm, on campus

Cost	Student Assistance	Instructional Staff
$7 for both conferences or $5 for 1 conference	N/A	From community, full-time faculty

Description

Workshop topics include Marketing, Life Skills, How to Sell and How to Set Up Your Business Records. Conferences are aimed at minority enterpreneurs who desire better small business skills to run their own business.

Contact

Judy Pearson, Director
Small Business Survival Training
(716)731-3271/117

Institution

Niagara County Community College
Small Business Development Center
3111 Saunders Settlement Road
Sanborn, NY 14132

Title

Small Business Survival Training for Minorities

Content Emphasis

3 Units: (1) Planning a Business Program, (2) Developing a Business Plan, (3) Life Skills

Objective(s)

Small Business Survival Training for Minorities retrains the structurally unemployed and underemployed, dislocated minorities to enable them to operate their own businesses.

Target Audience

Minorities, potential business owners/entrepreneurs

Format

Non-credit course-80 hr. Business Instruction Program

Schedule

20 3-hr sessions, 20 hrs on computer ILVBI, on request at Niagara Community Center

Cost

Grant funded - free

Student Assistance

Remedial/developmental instruction, special counseling

Instructional Staff

Area specialist, Niagara Falls Technical Assistance Center/Small Business Development Center Specialist

Description

Small Business Survival Training for Minorities is targeted toward minority entrepreneurs and provides an 80 hour business instruction program. This includes 60 hours of classroom instruction on business and life work skills plus 20 hours of Computer Interactive Laser Video Disc Business Instruction. Students also receive 10 hours of business counseling from specialist at NFTAC Center. Course topics include: Business Law; Recordkeeping, Overcoming Roadblocks to your Personal and Business Development; Life Skills, Personalities and You; Loan Packaging; How to Sell; Marketing; Management Basics; Effective Window, Counter and News Display Ads; Smart Purchasing and Inventory Control; IRS Taxes, Your Rights and Responsibilities; and NYS Taxes, Your Rights and Responsibilities.

Contact

Judy Pearson, Director
Small Business Survival Training
(716)731-3271/117

Institution

Niagara County Community College
3111 Saunders Settlement Rd.
Sanborn, NY 14132

Title

Small Business Survival Training for Women

Content Emphasis

3 Units of Study: (1) Planning a Business Program, (2) Developing a Business Plan, (3) Life Skills

Objective(s)

Small business survival training for women who are structurally unemployed and underemployed, dislocated workers - to enable them to operate their own business.

Target Audience

Women, potential business owners/entrepreneurs

Format

Non-credit course
80 hr., Business Instruction Program

Schedule

20 3-hr. session,
20 hours on computer ILVBI, on request, at Niagara Community Center

Cost

Grant funded
free

Student Assistance

Remedial/developmental instruction, special counseling

Instructional Staff

From Community -
From NCCC's NFTAC/SBDC and Dept. of Community Education

Description

Small Business Survival Training for Women is targeted toward women entrepreneurs and provides an 80 hour instruction program. This includes 60 hours of instruction of small business and life work skills and a 20 hour Interaction Laser Video Disc Business Instruction Program, plus 10 hours of business counseling per each successful applicant. Course topics include Writing for Business and Professional Women; Business Law; Recordkeeping; Overcoming Roadblocks to Your Personal and Business Development; Life Skills, Personalities and You; Loan Packaging; Selling, Marketing; Management Basics; Effective Window and Counter Displays and Display Ads; Smart Purchasing and Inventory Control; IRS Taxes, Your Rights and Responsibilities; and NYS Taxes: Your Rights and Responsibilities.

Contact

Judy Pearson, Director
Small Business Survival Training
(716)731-3271/117

Institution

Niagara County Community College
3111 Saunders Settlement Road
Sanborn, NY 14132

Title

Series of Small Business Programs

Content Emphasis

Topics relevant to running a small business.

Objective(s)

Provide students with tips on how to start and manage a successful small business.

Target Audience	Format	Schedule
Minorities, women, continuing education students, potential business owners/ entrepreneurs	*Non-credit courses*	*Every semester, each course meets for 6 evenings from 7-9:30pm, off campus*

Cost	Student Assistance	Instructional Staff
Free - $75 (varies)	*N/A*	*From community*

Description

There is a free 2½ hour introductory workshop which informs students and prospective participants what will be covered in each of the four courses and how they will benefit from attending them. Course topics include: Patents Can Profit Your Business, Bookkeeping for Small Business, How to Start a Successful Small Business, and Approaches to Success for the Small Business.

Contact	Institution
H.M. Ausderau *(716)694-3294*	*Niagara University* *Niagara University, NY 14109*

Title

Entrepreneurial Training

Content Emphasis

Small business start-up

Objective(s)

Develop a sound business proposal; provide appropriate business counseling; provide access to specialized support services.

Target Audience	**Format**	**Schedule**
Women, minorities, part-time & continuing education students, potential business owners/entrepreneurs	*Workshop*	*On request, 30 6-hr. sessions, on campus*
Cost	**Student Assistance**	**Instructional Staff**
Free	*Special Counseling*	*Specialists in various small business topics*

Description

Entrepreneurial Training Program provides: hands-on computerized business simulation, classroom instruction, business counseling access to special services, resource materials and individual help.

Contact	**Institution**
Jack Brueckman, Jr., Director *Small Business Development Center* *(716)878-4030*	*SUNY College at Buffalo* *1300 Elmwood Ave.* *Buffalo, NY 14222*

UPDATE FORMS

To the Reader:

This section contains blank forms for use by providers in supplying updated information to this database of educational opportunities. Please feel free to duplicate as many forms as are needed. All completed forms should be returned to:

Two-Year College Development Center
University at Albany
135 Western Avenue, Draper 306
Albany, New York 12222

ATTENTION: Small Business Resource Directory

Phone (518) 442-5590

Title

Content Emphasis

Objective(s)

Target Audience

Format

Schedule

Cost

Student Assistance

Instructional Staff

Description

Contact

Institution

Title

Content Emphasis

Objective(s)

Target Audience

Format

Schedule

Cost

Student Assistance

Instructional Staff

Description

Contact

Institution